# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

# 

RADIO STATION



6 OF MEMPHIS RKET IS NEGRO

Is More Than Just a Radio Station . . . It's a Powerful Advertising Force in Memphis ...

1070 KC

Only 50,000 Watt Station in Memphis Top Rated By All Audience Surveys for 10 Years Represented Nationally by the Bolling Company

#### **MORE SONDERLING STATIONS!**

REPRESENTED NATIONALLY BY: BERNARD HOWARD & CO., INC.

IN CHICAGO, IT'S

IN OAKLAND, IT'S

eaturing Chicago's greatest Negro air salesman . . . "Big Bill" Hill communities in the San Francisco-Bay area.

The only full-time Negro station serving all Negro

#### 8th ANNUAL **NEGRO RADIO** SUPPLEMENT

Three articles, basics and station lists make up the 48-page issue on growing at force

The Advertisers: Negro radio is p.r., ad medium Page 6

The Stations: They're getting the business Page 10

The Market: Research has begun to flow

Page 12



WNJR, new york area • WBEE, chicago area • KATZ, st. louis WRAP

## Buy the

# GEORGIA NEGRO GROUP

**Key Metropolitan Markets**\*

# SAVANNAH · COLUMBUS · MACON WSOK WCLS WIBB

\*And earn a combination discount:

5% allowed for purchase of 2 stations — 10% allowed for purchase of all 3

#### OF METRO AREA

or 74,000 of 185,000 people is the Negro market in booming (hatham County (U. S. Census Bureau). To reach this group turn to WSOK, the only Negro air-staffed, Negrobeamed station in Savannah. In less than a year of broadcasting, well over 300 accounts have chosen WSOK to sell their products. Why don't you?

1230 K. C. 250 Watts Full time service

#### OF METRO AREA

is Negro population in Communs, nation's 9th heaviest metropolitan Negro concentration. (Sponsor) WCLS, Columbus' only all-Negro station with all Negro personalities, has high Pulse rating of 52%, mornings and 50% afternoons, Monday through Friday. Get low cost per listener with quick response for sales, sales, sales.

1000 Watts 1580 K. C. Clear Channel

#### OF METRO AREA

is Negro population in the Macon area and WIBB is in its 12th year of Negro programming in this thriving Southern city with 1000 watts and a good signal to reach all middle Georgia towns, WIBB originated Negro programming in Macon over ten years ago and has top rated Negro personalities. Buy WIBB for top sales in Macon.

1000 Watts 1280 K. C.

All Stations represented by:

Dora-Clayton Agency, Inc., Southeast Bernard Howard and Company, Inc. Nationally



Only full-time NEGRO PROGRAMMING in COLUMBUS, GA.



WOKS

Columbus Georgia

National Representative John E. Pearson Co.

THE ONLY NEGRO STATION SERVING THE NATION'S 12th LARGEST MARKET

**KNOK** 

DALLAS-FORT WORTH

STU HEPBURN, MGR.
REP—STARS NATIONAL
SOUTH—DORA-CLAYTON

#### SPONSOR

Editor and Publisher

Norman R. Glenn

Secretary-Treasurer

Elaine Couper Glenn

**VP-Assistant Publisher** 

Bernard Platt

EDITORIAL DEPARTMENT

**Executive Editor** 

John E. McMillin

News Editor

Ben Bodec

Managing Editor

Florence B. Hamsher

Special Projects Editor

Alfred J. Jaffe

Senior Editors

Jane Pinkerton W. F. Miksch

Midwest Editor (Chicago)

Gwen Smart

Film Editor

Heyward Ehrlich

Associate Editors

Pete Rankin Jack Lindrup Gloria F. Pilot

Contributing Editor

Joe Csida

Art Editor

Maury Kurtz

Production Editor

Lee St. John

Readers' Service

Lloyd Kaplan

Editorial Research

Barbara Wiggins

Elaine Mann

ADVERTISING DEPARTMENT

VP-Eastern Manager

Bernard Platt Jack Ansell, Sales Development Mgr.

Robert Brokaw, Eastern Sales

VP-Western Manager

Edwin D. Cooper

Southern Manager

Herb Martin

Midwest Manager

Roy Meachum

**Production Manager** 

Jane E. Perry

CIRCULATION DEPARTMENT

Allen M. Greenberg

ADMINISTRATIVE DEPT.

Laura Oken, Office Mgr. George Becker; Charles Eckert Gilda Gomez



# THE HOUSE THAT NEGRO RADIO BUILT

This is WHAT. More than just a radio station, this broadcasting showcase has become a Community Center to Negro Philadelphia...another dimension of WHAT's dynamic

service to one of America's largest (nearly 600,000) and fastest growing Markets.

AND FROM THIS BUILDING COMES THE STRONGEST FORCE THAT YOU CAN BUY TO SELL NEGRO PHILADELPHIA

#### PERSONALITIES

We have eight of the best darn air salesmen and women in Philadelphia radio. What's more, they are terrific showmen and entertainers. Top ratings prove it.

#### **RATINGS**

Yes, we have them too...NUMBER ONE from 6 AM to 6 PM seven days a week, according to the 1959 May-June NEGRO PULSE.

#### MERCHANDISING

On September 1st WHAT released its new "MERCHANDISING BY THE POINT SYSTEM." For every dollar an advertiser invests in time, he earns a budget of merchandising points that he may use to pick and choose from 14 different merchandising-promotion services. Here are just a few... Displays in 70 Food Fair Stores • Displays in 20 Best Supermarkets • Displays in 75 Independents • Products demonstrations, couponing and sampling in above stores • Outdoor full color painted wall spectaculars • Trade mailings, consumer and trade ads, new product distribution assistance, consumer surveys, store checks, and all the help our full-time Merchandising Crew can give you. New brochure available upon request.

HAVE YOU ESTABLISHED AN "EXCLUSIVE NEGRO MARKET FRANCHISE" FOR YOUR PRODUCTS? EVERY WEEK MORE AND MORE ADVERTISERS ARE DISCOVERING THE NEGRO BONANZA IN PHILADELPHIA.



31, PENNSYLVANIA TRinity 8-1500

Represented Nationally by John E. Pearson Company - New York • Chicago • Atlanta • Dallas • Los Angeles • San Francisco



SHREVEPORT
5000 watts at 980



BIRMINGHAM
5000 watts at 1320





JACKSON 5000 watts at 1590



LITTLE ROCK
5000 watts at 1440

Buy 2 . . . . Save 5%
Buy 3 . . . . Save 7½%
Buy 4 . . . . Save 10%

# NEGRO RADIO'S CLIENTS

Starting below is a list of national and regional advertisers using Negro-appeal radio. It is quite a long list of names—350 companies and brands in all. It testifies to the effectiveness of a medium that has been looming larger and larger on the radio scene. The list covers a wide variety of product fields and indicates there are few products that can't be sold via Negro radio. The list was culled from questionnaires returned by about 220 Negro-appeal stations out of approximately 830 questionnaires sent out. Each station was asked to list its 10 most active national and regional accounts dur-

ing the past year. So the list is by no means a complete one. Significantly, the list is longer than the one published by SPONSOR in the 1958 Negro radio issue. At that time, about 180 stations sent in less than 200 names. While neither sample was strictly scientific, it is still clear that more and more advertisers are being attracted to the medium. Mentioned most often by stations (and the number of times they were mentioned) were: Carnation, 40; Royal Crown, 30; Budweiser, 25; Coca-Cola, 24; SSS Tonic, 21; Pet Milk, 21; Artra Skin Cream, 19; Wrigley, 18; B. C. Remedy, 17; Pepsi-Cola, 16.

#### ADVERTISERS ON NEGRO-APPEAL RADIO

#### A

A&P Food Stores
American Chemical
American Foods
American Snuff
American Tobacco Co.
Amoco

Amsco Chemical

Anahist Annomite Apex Armour Arrid
Arrow Beer
Artra Skin Tone Cream
Associated Sepian Products
Atlas Sewing Machine Co.

Aunt Jemima

#### В

Ballantine
Banjo Snuff
Bayer Aspirin
B. C. Headache Powder

Beech-Nut Gum
Ben-Gay
Betsy Ross Bread
Black Draught
Black & White Ointment
Blatz
Blis-to-Sol
Blue Bonnet
Blue Sonoco

The remainder of the names on this list of advertisers can be found beginning on page 10.

# CLIENTS USE NEGRO RADIO AS BOTH PUBLIC RELATIONS AND AD MEDIUM

Here's a rundown of how a number of accounts influence the market

By Alfred J. Jaffe

Special Projects Editor

The job of prying open the lid of habit to let out fresh ideas is naturally accompanied by a dash of excessive enthusiasm along with the wheezing and hauling.

This has been true to some extent in the missionary job of overcoming resistance to Negro-appeal radio among the nation's advertisers. Some of the proselytizing may have left the impression that there was something different in the way Negro radio worked.

Negro radio, of course, is basically no different than any other kind of radio. Now that the medium has reached the plateau of acceptance, it has been losing its self-consciousness. The emphasis now is being put on how Negro radio is used rather than why.

This doesn't mean that Negro radio doesn't offer any extras. It does. As a matter of fact, it has to. This is because Negroes listen to general purpose radio just as whites listen to Negro-appeal radio. If there weren't a compelling reason to use Negro radio it would not have the long list of clients it can now boast about.

The extras in Negro radio come down to this:

- Negro radio is a natural audience filtering device.
- The Negro personality talks a language his audience understands and responds to.
- Merchandising often has a depth of penetration unknown in white circles because the personality is closer to the retailer and group loyalty feelings play an important role.



AUNT JEMIMA: Gospel singing contest requiring voters among listening audience to send labels of Aunt Jemima self-rising flour brought Quaker Oats 22,000 proof-of-purchase returns via WWRL, New York. Above, is scene at local auditorium where finals were held. Aunt Jemima labels were also required to get into auditorium

LEVER BROS.: Second annual Homemakers' Holiday, run by WRAP, Norfolk, brought John Riley of Lever Bros., I., Clarence Holte, BBDO Negro marketing director. Between them is Leola Dyson, women's director of the station. The Homemakers' Council is used by WRAP for client product sampling promotion activities

CREDIT OFFICE: Formal opening of Chicago Credit Office features radio interview between popular singer Eartha Kitt and WBEE personality, "King Bee." Nationally known Negro personalities of show business, sports, education, the arts, science, etc., are commonly featured by Negro-appeal stations on their programing

SCOTT'S EMULSION: A campaign on WOIC, Columbia, S. C., for Scott's Emulsion was followed up recently by station merchandising efforts on the local drug store level. At right is WOIC's program director, Jimmy Carter, who interviews druggist T. J. Everett on campaign's results. Station reports druggist's sales were up 60%.









GUNTHER BEER: A public relations campaign is being put on by Gunther on WEBB, Baltimore, and WOOK, Washington. Client has bought community calendar shows on both stations, carefully picked announcers (who do no merchandising) for dignity uses 18 5-minute shows weekly. Left. Sam Daniels does job on WEBB



WARD BAKING: Bill Powell of WAMO, Pittsburgh, makes store call in Negro grocery store to back up Ward Baking Co. campaign for Tip Top bread. Negro families consume primarily white bread. Negro population of Pittsburgh market has gone up 18%; in city of Pittsburgh the increase is 30%. Home ownership since 1940 is up 147%





7-UP: Richard Stamz of WGES, Chicago, hands out records for empty bottles of 7-Up. Stamz dubs himself the 'Crown Prince of Disk Jockeys,' is one of the more colorful of the breed. Like other d.j.'s on station, he is paid a commission (one-third) on the time sold. WGES d.j.'s do own selling to national, local accounts

PETRI WINE: 'Big Jim' Randolph, personality at KGFJ, Los Angeles, dons western regalia for in-store promotion of Golden Spur, put out by Petri Wine via Y&R. KGFJ is one of the limited number of Negro-appeal stations programing 24 hours a day to the Negro market. The station went to 100% Negro format 12 months ago

- Advertising to the Negro is a way of telling him his patronage is wanted. Strictly speaking, this is a public relations function but in the Negro market you can't divorce p.r. from straight sell.
- Public service programing provides the Negro with news about his group which he can't get in any other way except through Negro-appeal newspapers. Unlike Negro radio. Negro newspapers cannot be characterized as a mass medium.

By this time the use of Negro radio is well established in the advertising habits of many large advertisers. The carbonated beverage concerns are particularly Negro market conscious. This is not because they look at the Negro market any differently than any other market segment but because the consumption of earbonated beverages is so widespread they go all down the line (money permitting) in their media buying. And no special market is bigger than the Negro market.

Pepsi-Cola used to have a saving that anybody with a mouth and a nickel is a good customer. The price quotation is no longer apt but the spirit of the quotation remains.

Pepsi oversees its bottler advertising in Negro media with care. It has been doing so for 21 years. Its specialized markets division headquartered in New York supervises 15 Negro marketing representatives attached to regional offices.

Harvey Russell, head of this division, pointed out that his crew as a matter of policy encourages bottlers to go into Negro radio where the Negro market is sizeable. Since many markets have sizeable Negro populations this activity is not a minor one. It has been particularly successful in

kev metropolitan areas.

While bottlers make the final decision in the choice of Negro-appeal stations, Pepsi's marketing reps relay headquarters' policy on programing. For example, they advise bottlers to steer clear of rhythm & blues disc jockeys, particularly those of the gut-bucket school. This is because of Pepsi's long-standing campaign to upgrade its brand image. Negroes are exposed to all kinds of media and Pepsi views its barrage of advertising from various media as all one, with the idea that each medium's plugs reinforce the other.

This is easy to understand, but there is another reason, too, for this steer-clear-of-different approaches-to-the-Negro philosophy. While the reason is common to most advertisers, few. including Pepsi, discuss it. It is, however, a fundamental tenet of knowledgeable clients and agencies that a too-tailored approach to the Negro is resented by the Negro. If he doesn't resent it, someone is likely to remind him that he should.

While Pepsi doesn't hide the fact it is after the Negroes' patronage it doesn't make a big deal about it. Trade sources say the firm steers clear of publicity that brags about its hiring of Negroes. "They don't think it's in good taste to pat themselves on the back," said a p.r. man.

Though company policy is to associate its product with high-grade programing, some bottlers buy the more raucous shows and d.j.'s. There is no imputation here of flouting company objectives. It's primarily a matter of the bottler's belief that such programing is the best available or is particularly fitted to appeal to his market.

One of the jobs of Russell's marketing reps is to make sure that when any station promotion is planned by a bottler. Negroes are included or else covered on a separate-but-equal basis. If scholarships are given, both Negro and white must be brought into the picture somehow. If a shindig is given in a park where Negroes cannot attend, a similar affair must be given in a Negro park, etc.

Though local advertising is the province of the bottler, direct ties with national advertising occasionally develop. When Pepsi bought all four radio networks last fall and this spring in a "Be Sociable" campaign, bottlers were asked to tie-in on both general audience and Negro-appeal stations. This effort, Russell reported, went over well.

It's been estimated Pepsi bottlers spend, on the average, about 20% of their ad budgets for radio. The Negro radio share, like the general radio share, varies tremendously, but it can be generally assumed that when a bottler uses Negro radio on a consistent basis, he allocates money on a pro rata population base.

"We advise radio for all bottlers." said Russell, speaking of the company generally, "and we specifically advise it for most. We like radio's impact and coverage."

Pepsi's arch competitor, Coca-Cola, has been active in Negro-appeal ra-

dio for a number of years. Many of its 1,100 bottlers are heavy users of the medium.

Said a Coca-Cola spokesman, "As in bottler newspaper advertising, where there is an opportunity to design copy for more specific appeal to the market through featuring Negro models, bottlers have found that stations programing specifically to the Negro market have the same special appeal to their audience.

"No single trend in programing stands out. Bottlers have sponsored special musical programs, news and sports, as well as spot participations in regular disc jockey segments."

Relations between Coke bottlers and the parent company are somewhat like the situation with Pepsi-Cola. The bottlers have considerable leeway with programing—a tribute to their knowledge of their own markets. This is subject to some extent to the guiding hand of the parent company and agency. But it is the bottler who makes the final decisions on media, scheduling and budget.

So far as strict advertising goes, however, the imperatives of national advertising and the problems of trademark misuse demand more centralized control and the copy line comes



COCA-COLA & PEPSI-COLA: Teen-age hops are popular merchandising device of bottlers of both Coke and Pepsi. Above, 'Sok Hop' of WAAA, Winston-Salem, sponsored by Pepsi bottler. Below, 'Triple A' Club's teen-age committee with 'Bobcat' Roundtree, WVOL, Nashville





KROGER: Some 30 brands took part in promotion put on by WCIN, Cincinnati, in Kroger out let. Station people are I. to r., Paul Brown, engineer; 'Jockey' Jack, announcer; Kathy Curry, women's dir.: 'Bug' Scruggs, program dir.



ARTRA SKIN CREAM: Clinton Moon and Blanche Calloway, full time merchandising staff for WFEC, Miami, sample Artra skin tone cream at local druggist. Product, designed primarily for Negroes, is one of most active radio accounts

out of Atlanta and New York. Coca-Cola eommereials may incorporate a jingle, currently the one by the Mc-Guire sisters, or may be straight announcer copy. McCann-Erickson does not supply fact shects. Where bottlers have special market problems, they can get copy to order.

In general it can be said that the company's hand touches practically every facet of bottler advertising. The company likes to know what kind of programing the bottler intends using. It goes over the rough share each medium gets in the bottler's ad budget. There are eo-op arrangements but they vary so widely it is difficult to summarize how the cost is divided. Bottlers are encouraged to use the station's merehandising facilities and, particularly, to press for a good merchandising buy. The company sometimes feels that stations are so sure about getting continued Coke business they may not go all out in their merchandising.

Negro radio activity by the eola eompanies is probably equalled by the beer business and, because of the large number of regional eoneerns, may even be surpassed.

Here's the way one eompany. Burgermeister. looks at the medium.

CARNATION: Various merchandising devices are used by Carnation milk to boost sales. Below, WDIA, Memphis, pulled 168,244 labels in five weeks as part of contest. Above, personality from KATZ, St. Louis, shows product on 'Coffee Break' program used for sampling



Says Lou Nolle of BBDO. San Francisco.

"Burgermeister's approach to radio is not to regard it as one medium but as several media reaching segments of the population in specialized ways. We use Negro radio because these stations program to this important segment of the buying public in a specialized way, and we feel this adds a real value to the commercial message inserted in this programing.

"When personalities are available to us on Negro radio stations, we find them particularly valuable because of the same reasoning that 'personality selling' is of value on any other station."

The p.r. aspect of Negro radio is more important to some firms than the straight sell. Gunther Brewing, which has tried the latter, is now concentrating on its Gunther Community Calendar on WEBB, Baltimore, and WOOK, Washington. The Baltimore campaign started in January and the Washington drive in March.

Gunther buys five minute segments three times a day, six days a week. As the name indicates, the program-(Please turn to page 43)



BUDWEISER: Roosevelt 'Roosie' Johnson, I., veteran d.j. from WERD, Atlanta, pours a glass of Budweiser for a tayern customer. WERD is one of three Negro-owned stations in the U.S.



Sam B. Vitt. who wrote story below is a media supervisor at DCSS and has had years of experience buying Negro radio

#### How DCSS looks at **Negro-appeal radio** for B-M, Pharmaco

think it is fair to say Dohertv. Clifford. Steers & Shenfield. Inc., recognizes in full the importance of the Negro as a marketing reality. Many of D.C.S.S.\* clients. for example: Bristol-Myers' Mun. Pharmaeo's Fcen-A-Mint. and Grove Laboratories' Minit-Rub, have and do direct a percentage of their budget toward this market. Its size, alone, of course, must command some attention, being well over 18 million, and according to recent Census data. increasing at a somewhat faster rate than the white population because of a significantly higher birth rate. only partially counterbalanced by their also higher death

But from the advertisers' viewpoint, it is probable that several other facts about the Negro market can be even more meaningful than its vast size. Onc. for example, might be that the Negro population's total cash income after taxes is approaching, if not already beyond, \$17.0 billion. As a comparative, this represents a purchasing power almost

(Please turn to page 46)

# NEGRO-APPEAL RADIO'S GETTING THE

► More than 800 outlets enjoy growing acceptance as Negro migration, rising standard of living and local market emphasis bring more advertiser dollars their way

There's a story going around about a Negro disk jockey, who, not too long ago, made \$1 million over three years. It seems he was working at a superhuman pace and he was eventually forced to slow down to a lousy \$150,000 annually.

Whatever the truth of the story, the moral behind it is sound. Negro radio husiness is really humming. During the past decade, sparked by Negro migration, rising living standards and greater advertiser emphasis on local market situations, scores of Negro-appeal stations have been launched in most sections of the country. Sponsor's master list of Negroappeal stations totals 832 and there are probably a large number of small market stations not included. Five years ago, sponson's Buyer's Guide listed 374 Negro stations. WGES. Chicago, has estimated that the volume of Negro-appeal programing has increased roughly 50 times over during the past seven years.

Negro-appeal programing has penetrated into the smallest hamlet. About 390 of the Keystone Broadcasting System's 1.070 stations carry special Vegro programing. In 13 southern states containing about two-thirds of all U.S. Negroes, KBS signals provide an umbrella (or a group of little umbrellas) for about 38% of these Negroes. While primarily small stations, about half employ Vegro personnel for retail outlet contact, ac-

cording to Noel Rhys, executive vice president of Keystone.

The rise in Negro radio has seen a marked upgrading in its personnel.

"Today's Negro disk jockey is often a real radio veteran. well-educated and well-spoken," says Bernard Howard. head of the rep firm of that name. "He talks the advertiser's language. What's more, he comes to the client's office to discuss matters. Ten years ago that would never have happened."

Just the nature of the promotional material testifies to the maturity of the business. And some of the new plants huilt to house Negro stations indicates their owners are not exactly financially strapped.

Programing has been sharpened and more owners have taken over programing control from the d.j.'s. Part of this is a reaction to the payola problem but the major reason is the growing professionalism of the industry. The coincidental rise of musicand-news stations. many of whom have gone into "Top 40" formats, has brought a semi-competitive programing element into the picture but Negro stations still remain clear-cut in their appeal.

A number of hroadcasting groups have made their appearance in recent years, bringing along with them, as is usually the case with groups, higher standards of station management. Such names as McLendon Ehony (no

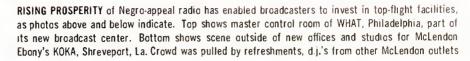


AS EVIDENCE that Negro-appeal stations get around, WSID, Baltimore, broadcasts an hour from beach each Sunday. This year station sponsored beauty contest. Winner gets ty set

relation to the Gordon McLendon group), the OK group, Rollins and Rounsaville have been embossed in buyers' minds through group promotion and/or group rates. The McLendon Ebony stations are probably the most tightly-run group of the lot. McLendon operates out of its Jackson. Miss., headquarters via two divisions designated a la the military services as CENTOFF (Central Office) and CENTACT (Central Accounting Office).

There are still huyers who continue to complain about an excessive volume of rock 'n' roll in Negro ra-

## **BUSINESS**





TEENS are an important audience segment. Above, 'Jumpin' George' of KSAN, San Francisco, takes bite of cotton candy at high school. George is only white disk jockey at station

TODAY-2 PM-WLIBS
JOE BOSTIC PRESENTS
MAHALIA JACKSON
WEDS-2 PM & 8 PM
BOWLING TOURNAMENT

POPULARITY of gospel music is high with Negro audiences. First gospel show at New York's Madison Square Garden was run by WLIB's disk jockey Joe Bostic, was promoted by the station



PUBLIC service activity is second in importance only to the station personality. Above, WCHB, Inkster-Detroit, threw weight behind drive to raise funds for bombed school in Clinton. Tenn.

dio but the general tone of prosperity in the business may mean these buyers (1) are only voicing their personal tastes or (2) are an insignificant minority. What gives these complaints momentum, however, is the feeling of many upper-class Negroes that too much rock 'n' roll and rhythm and blues programing paints a false picture of Negro tastes and interests.

What makes a Negro-appeal station different from a station broadcasting to the general audience? KGFJ, Los Angeles, which programs (Please turn to page 46)

CLOSE TIES with retail merchants is basic to Negro stations. WBOK, New Orleans, sponsors annual Xmas parade with Drayades St. merchant assn. Below, Santa arrives at fete via helicopter





THE MARKET

# NEGRO MARKET DATA: STILL INADEQUATE BUT STARTING TO FLOW

► Better-heeled stations and groups are beginning to shell out money to get market information but some basic research is still needed in audience data

One of the laws of market research is that the more the supply the more the demand.

Though the growing volume of complaints is infuriating to the suppliers, particularly media, this law cannot be repealed. During the 20's when the amount of market research was only a small fraction of what it is today, only the avant garde insisted that more was needed. Today, the vast piles of information seems to have created a monstrous and voracious appetite for bigger and bigger studies and finer and finer breakdowns.

The Negro market is no exception to this law. Moreover, the complainants stand on firmer ground since the Negro market is not particularly well researched.

To get right down to it, there's that nagging agency reminder that Negro radio ratings are few and far between. General market ratings are not designed with large enough samples to permit breaking down the figures so as to isolate the histening hab-

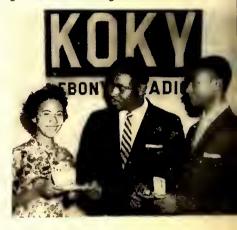
its of Negroes. Even if the samples were large enough, the Negro ratings would be highly suspect since sampling is often based on telephone homes, the most economical way to sample. In many markets, particularly in the south, where the bulk of Negroes live, the percentage of Negroes without telephones is high enough to throw any telephone-based ratings out of whack. This is true whether the ratings are for the market as a whole or the Negro segment only.

WGIV, Charlotte, N. C., is currently circulating a study of telephone homes in its metropolitan area. The station employed a professor at Johnson C. Smith University to make a count of Negro residences on 288 streets. There were 12,196 residences. But the telephone book listed only 5,708 telephones on those streets—or 46%. Many markets, of course, have a higher percentage. KSAN, San Francisco, found 80% of Negro families with telephones.

In the area of general market re-



EDUCATION: Negroes are going to school longer. Top, Rev. Harrell Tillman, KYOK, Houston, d.j., presents scholarships to students. Bottom, Hal Hartley, p.r. director of KOKY, Little Rock, gives awards to two high school honor students



MIGRATION: At National Baptist Convention held recently in San Francisco and covered by KDIA, California's Governor 'Pat' Brown greets Dr. J. H. Jackson, convention president. Rate of increase of Negro population in California has been high. San Francisco and Los Angeles are among the top 10 Negro markets. Migration to West Coast has followed 'straight line' theory, that is, the Negro from South migrates to closest metro centers. Chicago gets Negroes from mid-South, New York from East Coast areas, etc.

YOUTH: The Negro population is a "young" population. More than a third of all Negroes are under 15. There are more teenagers proportionately among Negroes than among whites. These young people have begun to get a taste of better things. This will affect future buying patterns and calls for close scrutiny of Negro trends. Left, a representative of the younger generation, Barbara Crittendon, selected as Miss Ohio, is interviewed by Valena Minor Williams, women's director of WABQ, Cleveland



HOME OWNERSHIP: Negroes are beginning to move to suburbs. Top, parade for Houston Negro Exposition and Home show, sponsored by KCOH. Bottom, one of 500 Negro sub-division homes sold through ads over WLOU, Louisville



search, fact-gathering has been hampered by the problems of contact between white field supervisors and Negro interviewers. But the biggest problem has been the indifference, up to recently, toward the Negro market.

With the Negroes standard of living rising, more advertisers are sizing up the advantages of appealing to the Negro market through Negro media. As more ad money has flowed into the coffers of Negro stations, the more prosperous stations and groups have been putting up money for audience and market research.

The Negro motivation study which The OK Group helped pay for created a favorable impression when it was presented to most of the top New York agencies last year. The study, little of which has been released, was supervised by Dr. Henry A. Bullock. chairman of the graduate research department at Texas Southern University. It emphasizes the strong role played by women in the Negro family, an ability to buy things a white family with the same income would not spend money on and a positive attitude toward radio as an advertising medium.

Carefully researched consumer market surveys have come out of two McLendon Ebony stations, WOKJ, Jackson, Miss., and KOKY, Little. Identical in approach and methodology, the studies stressed brand preference materials but pointed up some interesting facts of a general nature. For example, in both markets more than 60% of Negro families either own their homes or are planning to buy.

One of the most extensive studies undertaken by a single Negro appeal station was the consumer market study of the San Francisco Bay area underwritten by KSAN. Among the

facts dug up were those showing that more than half the respondents listen to radio one to three hours a day (only 11% less than that), 21% listen to the radio four to six hours a day and more than 16% listen more than 16 hours a day. The popular notion that Negroes are bus travelers when they vacation or take other inter-city trips was undercut by figures showing more than half travel by auto and that while about 10% use the bus about 16% prefer the train.

While Negro stations have long depended on competitive media for market data, the tide is beginning to turn. Rounsaville's WClN, Cincinnati, has become a prime source of market data by advertisers, agencies, brokers and district sales managers. Cincinnati is one of those towns where the central city core of Negroes has begun leaking. WCIN is keeping close tabs on new suburban locations for Negroes.

A considerable amount of research has appeared in recent years showing how Negro and white expenditures compare by product category. The studies vary in quality and much reliance is still placed on the University of Pennsylvania study released in 1956—but based on 1950 census material. Though the figures are obviously as reliable as they come, many marketers consider them old hat.

They may not be as old hat as they seemed, for there are indications that Negro spending habits have not changed as rapidly as some people think.

An article by Irwin Friend and Irving B. Kravis. the *Harvard Business Revue* in 1957 compared the 1950 revue with a 1935-36 survey by the National Resource Planning Board. Said Friend-Kravis: "Except for the more rapid rise in the total of Negro income and consumption as compared with Whites, there is not much evidence that the rest of the population are closer today than they were in the mid-30's."

What's slowing it down? Social barriers "and latest environment influences," opined the study. It noted that the western and northern Negro come much closer in his consumption pattern to the whites than his southern brother. Question: Ilave the migrations of the 50's speeded up consuming trends?



# GET THE PAT HAND



ARTRA SKIN TONE CREAM AMERICAN CHEMICAL CO. BUDWEISER **BC REMEDY** BLUE COAL BLUE BONNET MARGARINE BORDEN'S INSTANT COFFEE **BROMO QUININE BLACK DRAUGHT BOSCUL COFFEE** CAMEL CIGARETTES CARNATION MILK CITIES SERVICE CERESOTA FLOUR CAROLINA RICE CONTINENTAL BAKING CO. CREOMULSION ESSO-FLIT FLEISCHMAN'S MARGARINE FEENAMINT FATHER JOHN'S MEDICINE GILLETTE RAZOR CO. HUMPHREY'S DRUG PRODUCTS HAWAIIAN PUNCH ITALIAN SWISS COLONY WINE

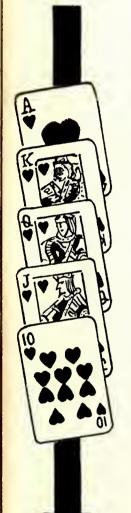
JOHN WANAMAKER & CO. PARKS PURE SAUSAGE PEPSI-COLA PEPTO MANGAN PABST BEER **PLYMOUTH** RICELAND RICE REM SALEM CIGARETTES SSS TONIC **SULFUR-8** SUN OIL COMPANY STANBACK SINCLAIR OIL SLOAN'S LINIMENT SNOW'S CLAM CHOWDER SCHMIDT'S BEER 666 SCOTT'S EMULSION TETLEY TEA TIOEWATER OIL UNITED FRUIT UNITED AUTO WORKERS VASFLINE WRIGLEY'S GUM WARD BAKING COMPANY WASHINGTON FLOUR WINSTON CIGARETTES

SAN GIORGIO TASTY BAKING CO. KOOL-AID KREY PACKING CO. LA ROSA LIPTON TEA LUCKY STRIKE MUM NESCAFE NAOINOLA PALL MALL ABBOTT'S ICE CREAM AMERICAN STORES BOOTH BOTTLING BELL TELEPHONE M. A. BRUOER COCA-COLA CONTE-LUNA CONTADINA ESSLINGER BEER W. T. GRANT CO. HUBER BAKING COMPANY LIT BROTHERS ORTLIEB'S BEER P.S.F.S. PHILA. ELECTRIC CO. STRAWBRIOGE & CLOTHIER

NOW 5000 WATTS

# IN PHILADELPHIA!

## JOIN THESE CONSTANTLY WINNING BLUE CHIP ADVERTISERS WHO KNOW...



In Philadelphia it's impossible to be a top seller without the 650,000 + (1 out of 4 Philadelphians) Negro support.

Top rated by Negro Pulse since 1951, and now a run away first in the new Trendex Negro market survey. Only the WDAS top rated all Negro on the air sales staff can deliver this market-Negroes buy what Negroes recommend.

Products must be seen as well as heard to sell. WDAS offers the only full time fully staffed Negro Market and Merchandising Department in Philadelphia. Offers the most comprehensive merchandising service available, including strong point of purchase support in Food Fair, Best Markets, Phila. Assoc. of Retail Druggists, saturation transit advertising, jumbo mailing-newspaper advertising, and complete detail reports. Just part of the 21 point WDAS Sound & Sight Package.

NOW 5000 WATTS. Philadelphia's ONLY NEGRO POWER STATION devoted exclusively to Negro programming.

Write or call today for details on the WDAS SIGHT & SOUND PACKAGE.



### THE VOICE OF PHILADELPHIA'S GREAT NEGRO COMMUNITY

BELMONT AVE. AND EDGELEY ROAD, PHILADELPHIA 31, PENNA. ALEX KLEIN BERNARD HOWARD CO. NATL. SALES MGR.

NEW YORK, SAN FRANCISCO, ATLANTA, CHICAGO, LOS ANGELES NATIONAL REP.

## UNITED BROADCASTING COMPANY'S

long leadership in Negro audience broadcasting now enables us to offer the advertiser

# AMERICA'S LARGEST NEGRO "PACKAGE" MARKET In United's 5 Key Cities!

We have devoted many years to building United Broadcasting Company outlets to domination of the Negro audience in their individual markets. Now, United Broadcasting develops a powerful idea — and a powerful new medium. The United network now delivers the largest "package" of Negro listeners in America through the top Negro stations in five

key-city markets. A United one order "package" schedule will deliver your message to more Negro listeners at a lower cost per thousand than any other radio buy. One order and one price delivers the largest Negro "Package" market in the nation. Buy United—the fastest way to reach the nation's most important Negro buying power.

# 1,600,000 LISTENERS

at the lowest cost per thousand of any Negro radio audience

WOOK

(Washington, D. C.)

WJMO

(Metropolitan Cleveland, Ohio) WSID

(Baltimore, Md.)

WANT

(Richmond, Va.)

WYOU

(Newport News Norfolk, Va.)

#### UNITED BROADCASTING COMPANY

8th and Eye Streets, N.W., Washington, D. C. • REpublic 7-8000 • 420 Madison Avenue, New York, N. Y.

REPRESENTATIVES: New York: Bob Wittig, 420 Modison Ave., N. Y., N. Y. PLazo 5-9145
Chicago: Devney, Inc. • Atlanta: Dora-Clayton Agency, Inc.

#### **NEGRO RADIO BASICS**

#### Facts about how much and where Negro listens to the radio

#### A. PERCENTAGE OF NEGROES LISTENING TO RADIO WEEKLY

	% LISTENING IN A WEEK	% LISTENING 4 OR MORE DAYS
8-Market Average	95.4	75.3
Southern Market Average	96.0	82.5
Northern Market Average	94.9	68.1

#### P. WHERE NEGRO LISTENING TAKES PLACE

	8-MA	RKETS	SOUTHERN	N MARKETS	NORTHERN	MARKETS
_	Midweek	Week-end	Midweek	Week-end	Midweek	Week-end
Living Rooms	46.6%	40.5%	48.5%	47.8%	44.5%	32.4%
Bedrooms	45,6	45.6	55.8	50.9	34.8	39.2
Kitchens	22.1	26.4	11.9	11.0	32.9	43.6
Automobiles	4.5	6.3	3.0	3.5	6.1	9.4

#### C. NEGRO LISTENING DURING AVERAGE WEEKDAY AND DAY-PART

	Morning	Afternoon	Evening	All Day
8-MARKET AVERAGES				
Weekday	58.0%	45.5%	12.3%	79.7%
Week-end Day	48.8	41.8	37.1	75.6
Weekday Week-end Day	$\frac{60.8}{52.5}$	$\begin{array}{c} 49.3 \\ - \\ 48.0 \end{array}$	$\frac{51.3}{46.8}$	$-\frac{82.0}{79.5}$
week-ent Day		10.0	40.0	13.0
NORTHERN MARKET AVERA	GES			
Weekday	55.3	41.8	33.3	77.5
Week-end Day	45.0	35.5	27.5	71.7

RAB is the source of this Pulse study of Negro listening done during 1-7 February 1957. The eight markets include: South—Birmingham, Dallas, Memphis, New Orleans; North—Boston, Detroit, Pittsburgh, Baltimore. Chart at top shows, left, percent Negroes listening once or more during the week; right, percent listening on at least four days during the week. Middle chart measures percent who listen during average weekday in the place indicated. Vertical columns add up to more than 100% because some listened in more than one place. Bottom chart shows what percent of Negroes listen during the average weekday (right-hand column) and during the morning, afternoon or evening. Note Southern Negro uses radio more than northern.

Samus services successive and the contraction of th

#### **NEGRO RADIO BASICS**

Negro homes-using-radio data show percentage figures up into the 30's

CITIES	6AM- 7AM	7AM- 8AM	8AM- 9AM	9AM- 10AM	10AM- 11AM	11AM- 12Nn	12Nn- 1PM	1PM- 2PM	2PM- 3PM	3PM- 4PM	4PM- 5PM	5PM- 6PM
Atlanta Nov.Dec. 1958 (M.F.)	13.9	30.2	34.1	31.9	28.1	25.3	26.4	26.0	26.7	28.2	28.2	27.0
Birmingham Mar, 1959 (M-F)	NA	29.7	29.8	28.9	26.6	24.9	25.6	25.3	25.3	26.3	26.8	28.3
Churlotte, N. C. Mar. 1959 (M·F)	17.6	29.9	31.0	27.1	28.2	27.7	24.6	24.8	26.3	28.3	27.4	27.2
Cincinnati Mar.Apr. 1959 (M.F.)	12.3	25.6	30.0	27.9	26.8	25.1	25.4	25.2	25.0	25.1	26.8	27.2
Detroit Sept. 1958 (M.F.)	14.2	26.2	30.4	28.8	26.3	25.0	24.9	26.0	27.4	28.6	28.4	26.3
Los Angeles Apr. 1959 (M.F)	NA	NA	NA	29.6	30.0	28.1	27.2	26.8	26.1	26.9	29.0	30.3
Louisville Apr. 1959 (M.F.)	12.6	23.8	25.4	25.5	24.0	25.0	25.2	24.7	25.4	25.1	25.2	25.4
Macon, Ga. July-Aug. 1958 (M-S)	22.4	29.6	. 29.1	27.3	27.0	23.8	27.5	27.4	26.8	24.9	30.3	30.6
Miami* Mar. 1959 (N.F.)	17.0	31.0	33.9	31.4	30.9	28.5	29.4	28.3	28.2	28.8	28.4	27.8
Nashville Apr. 1959 (M·F)	20.0	27.1	29.9	28.1	28.2	24.1	25.0	25.5	24.5	25.2	24.0	22.9
New Orleans MarApr. 1959 (M.F)	10.4	23.0	29.0	27.8	28.8	28.1	27.8	28.0	26.2	27.8	28.4	27.1
New York** Oct. 1958 (M.S)	14.9	28.5	32.3	32.8	31.7	30.4	29.5	27.5	NA	NA	25.5	27.8
Philadelphia May-June 1959 (M-S)	15.3	33,3	36.8	30.7	29.1	27.9	25.5	26.3	27.6	27.9	30.5	30.2
San Francisco July 1959 (M·F)	15.5	30.8	33.1	32.1	30.8	29.5	29.0	27.8	26.6	26.8	28.0	28.7
Tampa-St. Petersburg 1140 95 6 99 9 90 5 90 9 90 9 90 9 90 9 90	14.0	9 36	6 06	000	90 4	e 76	2 26	976	92.8	n c	1.36	96



**NEGRO NETWORK** 

# 52%

OF THE TOTAL
U. S. NEGRO POPULATION

You can reach this great American market totalling 17½ million people and you can cover this entire market or any part of it using Keystone Broadcasting System's special radio network. KBS will build you a network tailored specifically to your marketing needs. In the South for example, Keystone's coverage of the Negro market is a whopping 85% of all the Negro population. We'll be happy to send you our station list and a representative will gladly call and discuss your problem and your product aimed at this very profitable segment of the American market. Write or phone the following offices:



Chicago 111 W. Washington State 2-8900

> New York 527 Modison Ave. Eldorodo 5-3720

Detrait
Penobscot Building
WOodword 2-4505

Los Angeles 3142 Wilshire Blvd. Dunkirk 3-2910

San Francisco 57 Post St. Sutter 1-7400



#### **NEGRO RADIO BASICS**

#### Facts and trends concerning Negro-appeal stations

STATIONS V	VITH	MERCHANDISING	SERVICES
------------	------	---------------	----------

	Yes	No
No. of stations	150	39

#### CHANGE IN NEGRO PROGRAM HOURS 1958-59

	Same	Increase	Decrease
No. of stations	152	60	8

#### VOLUME OF NEGRO BUSINESS 1958-1959

	Up	Down	Same
No. of stations	158	7	41

#### FACT SHEETS OVER E.T.'S

% SPONSORS USING FACT SHEETS	25% or less	26-50%	51-75%	76-100%
No. of stations reporting	80	36	9	47

#### NUMBER OF YEARS OF NEGRO PROGRAMING

No. of years	1-2 Yrs.	3-5 Yrs.	6-10 Yrs.	11-19 Yrs.	20 and over
No. of stations	18	47	76	69	17

#### STATION SHARE DEVOTED TO NEGRO APPEAL PROGRAMING

% hrs. on air of Negro-appeal	19 (168 s	58 tations)	(220	959 stations)
shows	No.	%	No.	%
100%	36	21	54	25
50-99%	20	12	14	6
Less than 50%	112	67	152	69

The charts above were made up from answers to questionnaires sent to more than 800 Negro-appeal stations for sponson's 1959 Negro radio issue. About 220 sent answers. The chart concerning "Fact sheets over e.t.'s" shows the number of stations which reported percent of their Negro-directed advertisers who sent in fact sheets instead of recorded announcements. For example, 80 stations reported that 25% or less of their Negro-directed advertisers use fact sheets. With the exception of this chart, the raw material for the figures here can be found in Negro station profiles in this issue.

#### Small towns in south are well covered by Negro-appeal radio

#### KEYSTONE BROADCASTING SYSTEM COVERAGE OF THE NEGRO POPULATION IN 13 SELECTED SOUTHERN STATES WITH TWO-THIRDS OF ALL NEGROES

State	Total Negro population <sup>1</sup> (000)	Negro population as a % of total population in state <sup>2</sup>	Total Negro population covered by KBS <sup>3</sup>	% of total Negro population covered by KBS
Alabama	1022.2	32.1%	950.7	93.0%
Arkansas	393.2	22.4	378.8	96.3
Florida	967.9	21.8	960.0	99.2
Georgia	1185.9	30.9	1093.6	92.2
Kentucky	209.1	6.9	122.5	58.6
Louisiana	1033.8	33.0	730.8	70.7
Maryland	505.3	16.6	395.6	78.3
Mississippi	970.9	45.4	895.2	92.2
North Carolina	1206.8	26.6	1136.1	94.1
South Carolina	924.5	38.9	859.0	92.9
Tennessee	558.9	16.1	540.2	96.7
Texas	1220.4	12.8	1125.0	92.2
Virginia	872.7	22.2	601.2	68.9
Total	11,071.6	22.9	9,788.7	88.4

Sources: 1 The percent of Negro population by county and state as defined in the 1950 Census was applied to the "Sales Management" 1/1/59 population estimates to arrive at the figure for total Negro. 2 1950 Census. 3 KBS coverage based upon Nielsen Coverage Service #2 and half-millivoit data.

#### **NEGRO MARKETING BASICS**

Sumpreprinces - strangering and companies and companies of the sum of the sum

#### Negro urban population has risen rapidly since 1950

#### NEGRO POPULATION IN 30 MAJOR MARKETS

Metropolitan Markets	Total (000)	Negro (000)	% Negro	Percent Population White	Negro
N. Y. NE. New	.000,	10007	/U 110510		116810
Jersey	14,330	1,400	9.8%	+ 10%	+ 38%
Chicago	6,266	827	13.2	10	41
Philadelphia	4,349	570	13.1	18	19
Los Angcles- Long Beach	6,109	390	6.4	36	78
Detroit	3,843	477	12.4	26	33
Washington, D.C.	1,915	500	26.3	26	48
<b>Baltimore</b>	1,577	334	21.3	16	26
St. Louis	1,965	235	12.0	18	9
San Francisco- Oakland	2,702	240	8.9	15	63
Houston	1,180	218	18.5	46	46
New Orleans	845	213	28.8	21	22
Birmingham	629	233	37.0	13	12
Atlanta	866	200	23.1	32	21
Memphis	550	200	36.4	16	11
Norfolk- Portsmouth	589	145	21.6	37	19
Cleveland	1,720	219	12.8	14	41
Dallas-Ft. Worth	1,419	177	12.5	46	41
Pittsburgh	2,408	161	6.7	8	18
<u>Cincinnati</u>	1,057	125	11.8	15	32
<mark>Jackson</mark> ville	418	112	26.8	38	37
Kansas City	1,009	105	10.4	24	21
Miami	800	104	13.0	62	60
Mobile	276	101	36.6	13	33
Richmond	381	107	28.1	14	23
Charleston, S. C.	198	78	39	24	15
Jackson, Miss.	168	72	43	16	13
Nashville, Tenn.	370	71	19	23	11
Savannah	187	69	37	27	19
Montgomery	163	65	40	26	7
San Antonio	620	40	19	20	21
TOTALS IN ABOVE MARKETS	58,909	7,818	13.3		
% OF U. S.	34.2				
% OF U. S. NEGRO		43.4		<u> </u>	
Metropolitan Markets  N. YNE. New Jersey Chicago Philadelphia Los Angeles- Long Beach Detroit Washington, D.C. Baltimore St. Louis San Francisco- Oakland Houston New Orleans Birmingham Atlanta Memphis Norfolk- Portsmouth Cleveland Dallas-Ft. Worth Pittsburgh Cincinnati Jacksonville Kansas City Miami Mobile Richmond Charleston, S. C. Jackson, Miss. Nashville, Tenn. Savannah Montgomery San Antonio TOTALS IN ABOVE MARKETS  % OF U. S. % OF U. S. % OF U. S. NEGRO	for the markets a federal (Census B	bove are based on ureau) and local g	Sales Managemen	nt data for 1958. T	The Negro p
SOR NEGRO ISSUE • 2	26 september 1			ONICE CONTRACTOR CONTR	

#### **NEGRO MARKETING BASICS**

#### Negro population has gone up nearly 25% in eight years

#### CHANGE IN WHITE AND NON-WHITE POPULATION APRIL, 1950 — JULY, 1958

	WI	HTE	NON-V	VIIITE
AGE	Population July 1958 (000)	% Change 1950-1958	Population July 1958 (000)	% Change 1950-1958
All ages	154,795	+ 14.4	19,269	$+ \ 22.0$
Under 18	53,145	+ 29.7	8,142	+ 40.7
18 - 24	13,590	_ 4.7	1,938	+ 6.0
25 - 44	42,006	+ 3.2	4,956	+ 5.6
45 - 64	32.043	+ 14.2	3,204	+ 20.5
65 and over	14.012	+ 23.2	1,029	+ 25.3

Source: U. S. Census Bureau

#### How Negroes spend their money on consumer products

#### ANNUAL FAMILY EXPENDITURE BY NON-WHITES FOR SELECTED PRODUCTS

FOOO, BEVERAGES, AND TOBACCO	HOME FURNISHINGS AND EQUIPMENT
Baby Foods	3 Major Appliances\$52
Beverages (Soft, Carbonated)24	4 Small Appliances
Butter, Margarine 18	Bedding & Linen 17
Cereals5	5.80 Dining Equipment
Cheese, Cheese Products 10	Removable Floor Coverings
Coffee 16	Furniture
Confections, Nuts	Household Waxes, Polishes, & Cleaners
Desserts, Ice Cream	Laululy 20aps
Canned & Jarred Vegetables, Fruits, Juices	naidware, nouse, & daiden tools
Fresh Vegetables, Fruits, Juices	
Frozen Vegetables, Fruits, Juices	HOME OPERATION AND IMPROVEMENT
Cooking, Baking, Salad Ingredients	
Meat, Fowl, Seafood	- Odiminanications
Meat Sauces	nome Decorations Materials
Prepared Mixes	nome nearing waterials & Products, Utilities
Soup	
Beer, Ale	
Wine, Liquor	
Tobacco & Tobacco Products	games, roys 10
TODACCO & TODACCO TTODACES114	riepaieu ret roous
MEDICAL AND PERSONAL CARE	Photographic Equipment
	Radios, TV Sets, Phonographs
Drugs & Remedies	Spectator Fees
Medical Equipment & Supplies	
	9.20 4.10 AUTOMOTIVE
	1,10
	4.60 Automobiles195
Shaving Supplies & Equipment	Auto Parts, Spark Plugs, Oil Filters, Batteries 5.10
	6.80 Gasoline & Oil90
All Other Medical & Personal Care	7 Passenger Car Tires & Tubes

The material above comes from "Life's" Study of Consumer Expenditures, made in 1956 by the Alfred Politz research firm. All figures are dollars and refer to average expenditures for the full year of all non-whites in the U.S. p. The vast majority of non-whites are Negroes so the figures are fairly accurate.

- adiognostina 😘 ustillarithridalistin, aktilostingnikkans

tellusen jelnigan og million i esperanjon en kommunika og million og skriver

# YOU MISS 1,300,000 POTENTIAL BUYERS WITHOUT <u>ROUNSAVILLE RADIO</u>

YOU HAVE TO AIM RIGHT OF YOU miss the buying power of more than 1,300,000 Negroes who live in the Rounsaville Radio coverage area . . . consumers with \$824,000,000 to spend—AFTER taxes! This enormous consumer potential can influence the national sales picture of any product. And NEGRO RADIO, and ONLY Negro Radio, can reach them. It's a fact: Over 95% of all Negroes listen to radio! Negroes have faith in and buy the products they hear about on their radio—NEGRO RADIO. Any budget you make for these six important markets ...any media you use ... a proper part of your advertising dollar must go to Negro Radio, or you miss this market! Get the facts on Rounsaville Radio —all six stations are Number-One Rated by BOTH Pulse and Hooper. Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast.

#### Personal Letter

Everyone in the world appreciates recognition. Certainly the people to whom we program, the American Negro, is



no exception to this rule. That is why we, at Rounsaville Radio, program exclusively for the Negro with Negro talent. Our continued success at Rounsaville Radio is based on this knowledge and how we use it. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and the largest broadcasters in our chosen field.

ROBERT W. ROUNSAVILLE

Owner-President

#### FIRST U.S. NEGRO-PROGRAMMED CHAIN • FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Wotts soon)—Cincinnoti's only oll Negro-Programmed Station!

**WLOU** 5,000 Watts—Louisville's only oll Negro-Programmed Stotion!

WMBM 5,000 Wotts—Miami-Miomi Beoch's only full time Negro-Programmed Station!

**WVOL** 5,000 Watts—Nashville's only oll Negro-Programmed Station!

**WYLD** 1,000—New Orleons' only full time Negro-Programmed Station!

WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!



### ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE Owner-President

JOHN E. PEARSON CO. Nat'l Rep.

HAROLD F. WALKER V.P. & Nat'l Sales Mgr.

DORA-CLAYTON Southeastern Rep.

#### **NEGRO MARKETING BASICS**

#### How urban Negro expenditures compare with white by regions

		NORTH	SOU	TH	WEST
_		Large Cities	Large Cities	Small Cities	Large Cities
Total	Consumption	76.0%	57.8%	55.8%	84.5%
1.	Food	76.4	65.7	65.4	84.8
2.	Alcoholic beverages	97.5	103.6	67.6	154.5
3.	Tobacco	79.7	66.7	75.8	110.0
4.	Housing	83.7	54.1	33.1	83.1
5.	Fuel, light, etc.	83.9	91.9	84.4	96.0
6.	Household operation	74.2	44.1	30.1	76.0
7.	Furnishings & equipment	81.6	70.5	74.3	68.8
8.	Automobile expenses	53.1	24.6	24.4	75.2
9.	Clothing	90.9	68.4	68.2	105.2
10.	Other transportation	108.5	85.9	69.8	109.7
11.	Medical care	45.7	38.3	58.2	60.6
12.	Personal care	104.6	87.4	70.0	105.9
13.	Recreation, etc.	66.1	38.9	38.9	71.5
14.	Miscellaneous	38.2	48.3	91.8	65.5

Source: Study of Consumer Expenditures (Philadelphia, University of Pennsylvania, 1956), based on 1950 Census material. The percentages are ratios of the dollar figures for Negroes to the corresponding dollar figures for Whites.

#### Negro unemployment down with rest of country

# EMPLOYMENT STATUS OF CIVILIAN POPULATION

	JULY, 1	959	JULY,	1958
	White	Non-White	White	Non-White
Total	108,688	12,196	107,379	11,983
LABOR FORCE	63,510	7,828	62,706	7,767
% of Population	58.4	64.2	58.4	64.8
EMPLOYED	20,629	6,965	58,482	6,698
Agriculture Non-Agriculture	5,839 54,790	986 5,928	5,708 52,773	1,010 5,668
UNEMPLOYED	2,880	863	4,225	1,069
% of Labor Force	4.5	11.0	6.7	13.8
NOT IN LABOR FORCE	45,178	4,369	44,673	4,216

Source: U.S. Census Bureau, U.S. civillan non-institutional population 14 years and older. Population numbers are in thousands.

#### **NEGRO MARKETING BASICS**

#### About 37% of Negroes are under 15 years of age

PERCENT U. S. POPULATION IN AGE GROUPS, BY SEX AND COLOR

	WH	HTE	NON-W	нге
	Male	Female	Male	Female
Total Population All ages	76,790,000 100.0	76,005,000 100.0	9,416,000 100.0	9,853,000 100.0
UNDER 5 YEARS	11.1	10,5	14.8	14.0
TO 9 YEARS	10.5	9.9	13.4	12.7
0 TO 14 YEARS	9.1	8.6	10.2	9.7
5 TO 19 YEARS	7.3	6.9	8.1	7.8
0 TO 24 YEARS	6.3	6.1	7.1	6.9
5 TO 29 YEARS	6.5	6.4	6.6	6.9
0 TO 34 YEARS	7.0	7.0	6.5	7.1
5 TO 39 YEARS	7.0	7.1	6.2	6.6
0 TO 44 YEARS	6.6	6.7	5.5	6.0
5 TO 49 YEARS	6.2	6.3	5.4	5.7
0 TO 54 YEARS	5.4	5.5	4.5	4.5
5 TO 59 YEARS	4.7	4.9	3.8	3.8
0 TO 64 YEARS	4.0	4.3	2.8	2.8
5 TO 69 YEARS	3.2	3.6	2.0	2.0
0 TO 74 YEARS	2.4	2.7	1.4	1.4
5 TO 79 YEARS	1.5	1.9	1.0	1.1
0 TO 84 YEARS	0.7	1.0	0.5	0.5
5 YEARS AND OVER	0.4	0.6	0.4	0.5

Source: U. S. Census Bureau, July 1958

#### Percent Negro and white working in job classifications

to a second distribution of the second of th

#### MAJOR OCCUPATIONS OF EMPLOYED PERSONS

	WHITE	NON-WHIT
PROFESSIONAL, TECHNICAL, ETC.	10.7	3.7
FARMERS, FARM MANAGERS	1.7	3.7
NON-FARM MANAGERS, OFFICIALS, PROPRIETORS	11.3	2.3
CLERICAL, ETC.	14,8	5.5
SALES	7.2	1.5
CRAFTSMEN, FOREMEN, ETC.	13,9	6.1
OPERATIVES, ETC.	17.8	20.0
PRIVATE HOUSEHOLD WORKERS	1.9	14.9
SERVICE WORKERS, EXCEPT HOUSEHOLD	7.9	17.1
FARM LABORERS & FOREMEN	4.5	10.0
LABORERS. EXCEPT FARM & MINE	5,3	15.2

# NEGRO STATION PROFILES

				=	Net			Yrs.	Frs.	-	Change in	_	negro Pr	Program :	Breakgown		<u> </u>	%		Nogro		
State and City	Call Letters	Regional Network	Power	Freq. (kc)	(a)	Group. owned	Yrs. on Air P	of Negro Program.	e Air	Hours Negro P Program.	Negro Program. Hrs.	.t .a	Other Music	Religious News	Tomemaket	Public Servic	— Other	Negro Adv.	Merch.	(000) (B)	Regro Family Income	Farm (3)
ALABAMA							0												ı		ı	ı
Andalusia	WCLA	K85	5kw	920	_		<u></u>	13	120	4	2	75		25				12	Υ.	68	\$1,800	88
Auburn	WAUD	Southeastern Key Market Net.	250w	1230	z		17	12	125	25	5	80	m	0[	7	2	! !	10	<b>&gt;</b>	9		-
Bay Minette	WBCA	KBS	lkw	1150	-	Southwest Alabama 8destg	7	7	84D	.024	v	;	- :	001				7	>	00	1,200	38
Birmingham	WENN	John E. Pearson	5kw	1320	-	McLendon Ebony	-	-	g16	100	S	<mark>19</mark>	:	59	7	m		100	>	270	:	
	WEDR	Bob Dore	Jkw	1220	-		01	10	٥	100	S	64		30	-	2	1	100	>	300	1,900	
	WJLD	Forjoe	250w	1400	-	Johnston Bdcstg.	17	15	132	100	2	71	œ	4	m	2	2	100	>	_259		١.
Decatur	WAJF		_250w	1490	-		9	9	125	2	2	100			3		.	2	z	15	2,000	50
	WMSL	Jack Masla, Clark Brown: K85	250w	1400	z		25	2			:	001					1	10	1	40		30
Dothan	WOOF	Thomas F. Clark, Bernard I. Ochs: KB5	5kw	200	_		Ξ	=	gl6	01	S	20		80	1		-	1.	7	348		
Flomaton	WTCB	Economy Net.	500w	066	_		4	4	٥	∞	5	92	:	35		1	:					:
Florence	WJOI		250w	1340	z	Florence 8dcstg.	131/2	13	130	18	_	46	;	46	9	. 2		Ι,	i	42	2,700	36
	WOWL	Rambeau, Vance, Hopple, Bernard I. Ochs; South- eastern Key Market Net.	250w	1240	z		<u>E</u>	13	126	01	5	20	1	20				2	<b>&gt;</b>	50		20
Gadsden	WGAD	Walker-Rawalt, Dora-Clayton	5kw	1350	z		12	4	126		2		1				90	-	z	91	3,500	10
Mobile	WGOK	Barney Howard Co.	1kw	006	-	O.K. Group	_	-	84D	100	S	20	,	40	5	5	Ì	100	>	171	3,970	70
	WMOZ	Bob Dore; K85	lkw	096	-		7	7	086	100	S	40		30	5	5 10	S	100	>	249	1,800	2
Monroeville	WMFC	KBS	lkw	1360	-		71/2	7,12	۵	œ	_	80		15		2	1	40	<b>*</b>	20	2,400	90
Selma	WHBB	KB5	250w	1490	z		25	20	611	20	-	20		20			1	30	z	36		
Sylacauga	WMLS	Hil F. Best; Southeastern Key Market Net,	lkw	1290	-		=	2	910	9	S	001			1		1	1	į			į
Tuscaloosa	WTUG	Nat'l Time Sales, Southeast Oakes	200w	190	-	Skyline Radio Net.	7	7	096	00 L	S	35	m	35	∞	5 35	1	100	1	142		9
Tuscumbia	WVNA	Jack Masla, Dora-Clayton	5kw	1590	-		2	2	81D	10	-	20	01	20	01	0	:	5	>	175	3,675	09
Thomasville	WJDB	KBS	1kw	630	_		m	m	100D	<b>∞</b>	S	22		20				9	<b>&gt;</b> -			;
ARKANSAS																						
Arkadelphia	KVRC	Hil F. 8est, K8S	250w	1240	-		<u>m</u>	13	118	25	5	09	15	10	1	01	2	2	>-	40		1
Helena	KFFA	Hil F. Best; KB5	lkw	1360	z		<u>~</u>	18	811	20	_	80		15		2		20_	>	78	1,080	75
Little Rock	KOKY	John E. Pearson	5kw	1440	-	McLendon Ebony Radio Group	m	m	16	001	S	25	1	30		. 20	!	8	>	114	3,880	1
Pine Bluff	KOTN	KBS	250w	1490	z		25	25	:	1	2	1		06		01	1	30	>	35		30
Warren	KWRF	KBS	250w	860	_		9	9	70D	2	-	22	25	25		. 25	!	10	>	30	900	9
Wynne	KWYN	K85, Indian, Univ. Ark.	250w	1400		E. Ark. Bdcstrs.	4	4	119	7		88		12				1				

(a) (N)ctwork, (Undependent. (b) No. of yrs. station has presented Negro-appeal programing. (c) D: daytine only. (d) % weekly hrs. devoted to Negro appeal programing. (e) Indicates whether hrs. of Negro programing has (I) increased, (I) continued and such support. (h) % of total business from Negro-appeal advertisers. (g) (Y) os: stations provide merchandising support to clients at no extra charge; (N)o: don't provide such support. (h) Station estimate of Negro population in market. In market living on farms, and/or rural areas, as estimated by station. \*Station that programs in categories so marked.



#### AMERICA'S FOREMOST ALL NEGRO STATION Memphis

welcomes another
SONDERLING INDEPENDENT NEGRO STATION

SAN FRANCISCO—OAKLAND



The highest-powered, and ONLY Full-time Negro Program Station delivering a primary signal to each and every Negro Community in the 7 Bay Counties.

stars the

## "FABULOUS FIVE"

DON BARKSDALE

All-American and Olympic Basketball Star, the Bay Area's most popular Negro personality.

BOUNCIN' BILL

Effervescent, Iovable, Rhythm and Blues expert, who has an uncanny ability to pick the music listeners prefer most.

SWINGIN' DEACON

The Bay Area's Greatest Disc Jockey, returning after an absence of 3 years to delight his audience with the antics they like so well.

JEANIE

Adorable, and gorgeous Mistress of Ceremonies of "Jeanie's Women's World."

TED BYRD

Beloved throughout the Bay Area for his inimitable manner of presenting spiritual and gospel programs.

THE GREATEST ARRAY OF NEGRO TALENT EVER PRESENTED IN THE WEST. PROGRAM ENTERTAINMENT TO CONFORM WITH 1959 DYNAMIC RADIO.



OAKLAND SAN FRANCISCO guarantees

TOP NEGRO RATINGS

1st in the afternoon 1st
Perfect Coverage
Super Market Merchandising

EGMONT SONDERLING, President and General Manager — WALTER CONWAY, Manager

National Representatives

Bernard Howard & Co., New York . Chicago . Atlanta—B.N.B. Inc.-Time Sales, Los Angeles

SONDERLING STATIONS—WDIA, Memphis—WOPA, Chicaga/Oak Park—KDIA, San Francisca Oakland

								;	H.S.		Change		Negro	Negro Program Breakdown	Break		(ju %)	_	_		-	-	
State and City	Call	Regional Network	Power	Freq. (kc)	Net or Ind.	Group- owned	Yrs. on Air F	Yrs. of Negro Program.	Per Wk. on Air co	Hours Negro Program.	Negro Program. Hrs.	.t .a	Other Music	Religious	News	Нотетакет	Public Service	Negro Regro	gro Merch.		Negro Av Pop. Ne (000) Fan (b) Inco	Avg. R Negro Family F Income	Rural and co
CALIFORNIA																					111		
Berkelev	KRE	W. S. Grant	250w	1400	-		36	12	132	6	-	8	-	70	-	-						\$2,500	-
Fresno	KGST	B-N-B Sales; KBS, Mutual	lkw	1600	-		10	80	92D	02	15	52	20	15		2	5 5			_	15 4,	4,000	20
Las Angeles	KGFJ	Bernard Howard, Ayres Allen & Smith	250w	1230	-		33	<u>~</u>	164	100	S	65		12	6.5		13	3.5	8	∀	9 009	900'9	
Lana Beach	KGER		5kw	1390	-	John Brown Schools	#	15	168	10	S	75		25	;								i
Napa	KVON	John E. Pearson	\$00m	1440	-		=	=	120	-	S			001		1			۲.		1		
Oakland	KDIA_	Bernard Howard, B-N-B	1kw	1310	-	Sonderling Stations	39	15	156	88	-	9		8	2	7	5 12		85	¥		3,600	7
San Francisco	KSAN	Bob Dore	250w	1450	-		8	12	154	100	'n	19		7.7	7		4	. 10	001	¥ 3	300 3,	3,870	١.
San Gabriel	KALI	O'Connell, Crennan	5kw	1430	-	Telebdcstrs.	4	12	162	35	_	8	;	01	1		•	. 2	20	¥ 4.	475		
San Rafael	KTIM		1kw	1510	-		=	10	85	7	2		55	4	20	_	20		10	_    -	100 5,	2,000	.
DELAWARE																							
Wilmington	WILM	Bolling	250w	1450	z		37	7	133	10	15	82		1	01		2		6		25	1	1
D. C.																							
Washington	WOOK	Bob Wittich, Devney	250w	1340	-	United Bdcstg.	<u>=</u>	13	168	100	2	9		01	2		20	100			600 4,	4,500	-
	WUST	John E. Pearson	250w	1120	-		=	Ξ	۵	100	5	80	. !	01	2		10	100	l	Υ 4(	460 5,	2,660	:
FLORIDA																							
Daytana Beach WROD	WROD	John E. Pearson; Chicago	250w	1340	z		12	2	125	21/2	۵		1	100					_	z	00		1
Fort Landerdale WFTL	le WFTL	Jack Masla	250w	1400	-		12	6	133	10	2	20	1	Ŋ	2		15		7	z	60 4,	4,000	25
Fort Pierce	WIRA	United Spot Sales	250w	1400	z		12	m	123	7 1/2	s	70		20	1		01				8 2,	2,200	-
Jacksonville	WRHC	Joe Wootton Assoc.	250w	1400	-		٥	6	133	20	5	20		25	10	0	2					4,200	7
	WOBS	Gill-Perna, Dora-Clayton	5kw	1360	-		=	=	1050	100	s	75		25		-		100		<u>-</u>	168 2,		70
Modison	WMAF	KB5, Economy Net.	250w	1230	-		21/2	21/2	880	Ę.	5	8	-	-	10		2		5				09
Miami	WFEC	Bob Dore, James 5. Ayers	250w	1220	-		20	9	۵	100	S	87	1	Ξ	:	1	2	100	Q	۲ 2		1,750	20
Miami Beach	WMBM	John Pearson, Dora-Clayton	'	790	-	Rounsaville Radio	=	7		8	-	8		15	Ŋ			001		311		2,900	
Wilton	WEBY	*	5kw	1330	-		'n	50	۵	15	۵	72		52					2	<u> </u>	4		40
Ocala	WMOP		1kw	906	-	Sunshine Stations	9	9	910	16.5	-	20		30	2		i		25				85
Pensacola	WBOP	Bernard I. Ochs (5E)	\$00w	980	-		æ	-	۵	00	S	32	9	0,	0	7	15 2	-!		۲		2,000	0
Quincy	WENII	Southeastern Key Market	250w	1230	z	Big Bend Bdcstg.	=	Ξ	119	70	_	0		2	:		;	7	20	_	20	٠	75
Sanford	WTRR	KBS	250w	1400	-		12	=	84	10.5	S			0			06		20 N		20		0
Stuart	WSTU	KBS	250w	1450	z		2	2	119	m	-	8		25			2		2		2		40
Tallahassee	WTNT	Devney	250w	1450	z		13	13	129	10	2	80		10			10			ľ	56		15
GEORGIA															,						j		
Americus	WDEC	Indie Sales, Dora-Clayton	1kw	1290	-		è	13	096	0	w	20			0				5 Y				40
Atlanta	WERD	Joe Wootton Assoc, Dora-	1kw	860	-	Radio Atlanta	10	01	900	100	S	48	16.91	32	.07	6.		.00 100	0	7 340	Ш	4,200	15
		Cla mon			I							ı						ı	ı	ı	ı	ı	ı

(a) (N)etwork, (1)ndropendent. (b) No. of yrs. station has presented Negro-appeal programing. (c) D: daytime only. (d) % weekly his, devoted to Negro appeal programing. (e) Indicates whether his, of Negro-appeal advertisers. (g) (Y)es: stations provide merchandising support to clients at no extra charge; (N)o: don't provide such support. (h) Station estimate of Negro propulation in market. In market living on farms, and/or rural areas, as estimated by station. "Station did not supply breakdown but programs in categories so marked.

State and City	Call	Regional Network	Power (kc) Ind.	Freq. (kc)	Net. or (a)	Group- owned	Yrs.	Yrs. of Negro rogram.	Hrs. Per H Wk. N on Pro	Hours Negro Pr	Change in Negro rogram. Hrs.	ž	5 sun radi	2 suoigila E swa	omemaker ow	Negro Program ther Music evigious ews ews ews ews ews memaker omemaker omemaker omemaker omemaker omemaker omemaker	ther	Negro M Adv.	Merch.	Negro Pop. (000)	Avg. Negro Family ncome	Rural and Farm
Atlanta	WAOK	WAOK Daren McGavren	Skw	5kw 1380	-	O K Barrers	75.57	ž		_	-	_	1	4	-	-1	0	_	,		1	
20110112	WACH				•	parsis.	47,72	27.2	22/2	3	2			mercan mercan	1	*	1	3				
Augusta	WAUG	WAUG Rambeau, Vance, Hopple; 1kw 1050 I Garden City Clarke Brown	1kw	1050	-	Sarden City Bdcstg.	7	9	16	20	S	35	in	35		01	20	20	<b>&gt;</b>	274	\$1,250	30
Cairo	WGRA	WGRA Continental Bdcstg.; KBS	1kw	790	-	790 f Stevens Ind.	6	٥	۵	25	_	75	10				1		٨			7.3
Columbus	WDAK	WDAK Headley-Reed, James S. Ayers	5kw	240	z		15	01	168	6	S	70	•••	0						:		1
	WOKS	WOKS John E. Pearson	250w	250w 1340 I			1/2	1/2	140	100	N	58	m	35	3 2	7	1	100	7	210	2,100	
	WCLS	WCLS Bernard Howard, Dora- Cla ton	lkw	1580	_	1580   Georgia Negro	2	٠,	91D	100	S	65	7	0		-	,	100	<b>&gt;</b>	250		1

station has presented Negro-appeal programing, (c) D: daytime only. (d) % weekly hrs. devoted to Negro appeal programing. (e) Indicates whether hrs. of Negro programing has (I)neceased, (D)cereased or rebusiness from Negro-appeal advertisers (g) (Y)es: stations provide merchandising support to ellents at no extra charge; (N)o; don't provide such support. (h) Station estimate of Negro population in market, and/or rural areas, as estimated by station, "Station did not supply breakdown but programs in eategories so marked. (1) independent.
 (b) No. of prs. station has presented Negro-appeal prograstine last year.
 (f) % of total business from Negro-appeal advertisers.
 (l) Station estimate of average annual family Negro income in market. (a) (N) etwork, (mained (S) ame s In thousands. (i)



# COVERAGE

# **COUNTS!**

The Vital
LOS ANGELES
NEGRO MARKET
of more than
600,000

is yours on



KGFJ'S "Weather Girl" MISS BRONZE CALIFORNIA

### FIRST AND ONLY

ALL-NEGRO APPEAL STATION IN SO. CALIF.

## FIRST IN PULSE\*

\*LOS ANGELES NEGRO MARKET, APRIL, 1959

## FIRST IN LOS ANGELES

**NEGRO COMMUNITY ACTIVITIES** 

**FIRST** 

ALL THE WAY! 24 HOURS A DAY! DIAL 1230

6314 Sunset Blvd.

Los Angeles 28, Calif.

PHONE: HOllywood 4-0201

National Reps

New York, Chicago, Atlanta • Bernard Howard & Co.
San Francisco • Ayres, Allen & Smith

State and City Call Letters Howkinsville WCEII LaGrange WLAC	Call							715			honge		-			í		-		-		
sville ge		Regional Network	Power	Freq. Net. (kc) or	Net. or Ind	Group- owned	Air Pr	Negro Program.	Per Ho Wk. On Pro Air	5 0 E	Change in Negro Program. Hrs.	Other Music	Religious	swaN	Homemaker	Public Service	Other ====	Negro N Adv.	Merch.	Negro   Pop.   F   Pop.   Pop.	Avg. Negro Family Income	Rural and Farm
96 0	WCEII K	KBS, Georgia Cracker Net.	500w	610	_		7	7	910	25	-	40	70	01		10	20	20	<b>≻</b>	319 \$	\$1,400	37
		Indie Sales, Bernard I. Ochs; KB5	1kw 1 250w(N)	1240	z		61	61	146	4	S	75	15		10			7	, <b>X</b>	46	1,750	22
	WCRY 5	Stars Natnl, Bernard I.	250w	006	8	8ill Neller	7	_ 7	086	001	S	09	30	2	:	2		100	7	150		
WB	WENL F	Forjoe	250w	1240			19	m	168	9	٥	8	:	2	1	1						
Madison WY	WYT'II K	KBS	lkw	1250			4	m	910	9	2	70	30			-		10	>	18		82
Valdosta	WGOV 5	Stars Nath'I	5kw	950	z		20	01	126	=	S	75	20	2		1		_15_	Υ .	110	800	20
	WACL	Thomas F. Clark	Skw	570	_		00	80	132	1.1	S	96		2		2	1	1	<b>X</b>	45	1	9
	WAYX H	Hal Holman, James Ayers; KB5	250w	1230	z		27	7.7	140	28	_	. 89	. 32			!	1	01	z	34	2,500	9
ILLINOIS																		ì	1			
Belleville WII	WIBV	Indic Sales	lkw	1260	_		12	10	100	2	0		100	1	-	1	-	7	z	40		
Chicago WA		Forjoe	lkw	950	ပိ -	Corn Belt Pubs.	37	7	84D	10	5	36.5	ci	5.5	;	m	1		× ,	000,	7,000	
	WBEEC	Continental Bdcstg., Spe-	1kw	1570	ა _	Continental 8dcstg.	4	4	100D	001	5 6	65	20	7		00	12	90	z	١,000	3,900	
WG	WGES		Skw	1390	_		35	41	131	19		09	7	2		28		65	z		:	1
East St. Louis WA	WAMV	Gill-Perna	250w	1490	N He	Hess-Hawkins	24	20	125	25	S	65	25	2	,	2		2	z	275	:	ı
LaGrange WT.	WTAQ C	Gill-Perna	500w	1300	_		81/2	81/2	133	=	_		8	7		œ		10	۲ ا	000,		i
	WROK +	H-R; White 5ox Baseball	1kw	1440	z		35	m	126	01	S	. 86	2	)		:	, i		٨	25	6,100	-
INDIANA														t								
Gary WG		Grant Webb	500w	1370			٥	6	84D	28		72	22			9	-	38		120		12
MM	WWCA	John E. Pearson	lkw	1270	_		2	2	126	15	S	90	0				į	12	<b>&gt;</b>	09	3,200	- 1
Hammond W.J.			250w	1230	_		39	20	136	<u>8</u> 2	2	80	15		ŧ	2		2	<b>&gt;</b>	86	3,600	7
Indianapolis WG	WGEE C	Continental Bdcstg., Spe- cialty Market Reps.	5kw	1590	- Ro	Rollins Bdcstg.	m.	m	84D	37	5	62	30			-	1	20	>	95	4,000	
Michigan City WIMS		The state of the s	1kw	1420	_		12	12	114	5	'n	*	4	1		1	1	m			i	4
Waterloo KXI	KXEL B	Bolling Co.	50kw	1540	Š	Cy N. 8ahakel	71	9	131-161	m	-	19	. 33	-		ı	1	m	<b>&gt;</b> -	25	4,500	
Kentucky KCKN			250w	1340	Cy	Cy Blumenthal		-	130	23	-	100		i ,		I		2	>	200		i
Louisville WL	WLOU !	John E. Pearson, Dora- Clayton	5kw	1350	- Ro	Rounsaville Radio	Ξ	∞	086	100	88	98	2	2	-	7	:   ;			173	2,300	7
	WMLF	Kentucky Radio Sales, Continental	250w	1230	-	:	21/2	21/2	84	02	2 7	2 57	50	: 1	-	:		0	<b>&gt;</b>	61/2	2,600	5
ī	1				1											I,		8	2		000	'.
Souge	ایی	Sernard Howard	lkw	1260	-7	O. K. Group	-	7	910	00 %	N 1	45 2	₹. 15. 5	-   5	- '	Λ 4	_	ç °	- >	8/1	0,000	2
	Z Z		250w	0.690	z .		-	- "	/ 1	× 4	o u	40 04	2 6	2	2		: 2	۶ ،	- >		3.000	5 E
Lake Charles KAOK		Sernard Howard, Stanley	250w	1400	0	K. Group	12	0 -	126	2 8		2 8	2 2	1 :	2	! ;	2	20	<b>&gt;</b>		4,000	7
П	п	Ray								1		1					١		I	١	1	I

(a) (Network, (I)ndependent. (b) No. of STS. station has presented Negro-appeal programing, (c) D: daytime only. (d) % weekly hrs. devoted to Negro appeal programing. (e) Indicates whether hrs. of Negro-appeal advertisers. (g) (Y)es: stations provide merchandisting sumport to ellouts at no extra charge; (N)o: don't provide such support. (h) Station estimate of Negro-appeal advertisers. (g) (Y)es: stations provide merchandisting sumport to ellouts at no extra charge; (N)o: don't provide such support. (h) Station estimate of Negro-appeal advertisers. (g) (Y)es: stations provide market. (l) % of Negroes in market living on farms, and/or rural areas, as estimated by station. "Station did not supply breakdown but programs in categories so market.

								V		2	Change		מבלום נוחלו שוו	Uğranı	סופה	Breakbown	(o/		_		-		
State and City	Call	Regional Network	Power	Freq. (kc)	Net. or Ind.	Group- owned	Yrs. on Air P	Yrs. of Negro Program.	Per WK. On Pi	Hours Negro Program.	in Negro Program. Hrs.	.1.0	Other Music	Religious	News	Homemaket	Public Service	19410	Negro M Adv.	Merch. F	Negro Pop. 1 (000) F	Avg. Negro Family Income	Rural and Farm
Monroe	KLIC	KBS	250w	1230	_		6	6	139	91	s			40	**		45		So.	<b>&gt;</b>	à	ı	ı
Natchitochos	KNOC	KBS	250w	1450	1_		12	01	118	4	S	09	9	30	7		2		30	<b>X</b>	32 5	\$2,200	9
New Orleans	WROK	Bernard Howard	lkw	800	-	O. K. Group	8	8	٥	100	S	100						1	001	<b>&gt;</b>	I	3.900	
	WYLD	John E. Pearson, Dora-	lk w	940	_		6	6	133	100	-	09		23	7	-	4		100	,×	379	2.000	15
	WNOE	Avery-Knodel	Skw-	1060	-		37	37	168	100	S	80		1	2		10		S	z	300	1	35
Opelousas	KSLO	Sears & Aver; KBS	250w	1230	z		12	12	123	12	0	70		25	.5					z			
Ruston	KRNS	KBS	250w	1490	_		12	12	112	N	S	8		200	, v		2	.	2	z	22	3,350	40
Shreveport	KOKA	John E. Pearson	Skw	980	-	McLendon Ebony Radio Group	2	S	840	100	S	35		40	12		13		00	,	901	4.000	<u> </u>
	KANB	R. Wittig. Dora-Clayton, Devney, Harlan Oakes	lkw	1300	į –		-	-	096	100	v	45	1	39	S	m	80		001		370	3,700	39
MARYLAND																							
Baltimore	WITH	Select, McGavren, Clark Brown	250w	1230	•••		181/2	181/2	168	12	S	98		4					10	 ≻	350	4.200	
	WEBB	Bernard Howard	5kw	1360	-		41/2	41/2	۵	100	2	40		14	10	91	70	1	100	 ≻	370		
	WSID	Bob Wittig, Dora-Clayton, Devney	1kw	1010	-	United Bdcstg.	12	101/2	۵	100	S	70		15	10	v		_	001	 ≻	340	3.500	
MICHIGAN			1																				
Detroit	WJLB	Bernard Howard, John E.	250w	1400	_	Booth Bdcstg.	33	17	16B	SS	_	9		30	;	5			55	<b>&gt;</b>	019	4,500	7
Inkster	WCHB	Bob Dore, Dora-Clayton	1kw	1440	_	Bell Bdcstg.	m	m	٥	001	S	9	;	2	10	2	10		001		65B	S.B00	2
Muskegon	WMUS		Jkw	1090	z	Greater Muskegon Bdcstrs.	12	7	۵	4	-	20		90		20			0	>	35	2,500	30
Saginaw	WSCW	John E. Pearson, Weed	Jkw	790	z	Booth Bdcstg.	6	٥	124	S	S	¢								1			
Saint Joseph MISSISSIPPI	WSJW	Hal Holman	250w	1400	z		21/2	21,2	168	10.8	v	90							<b>S</b>	z	0	3.000	
Canton	WDOB	KBS	lkw	1370		Mad. Cty. Bdcstg.	2	10	910	9	S	90							es	z		2.000	63
Clarksdale	WROX	Everett-McKinney; KBS, Mid-South Radio Net.	250w	1450	z	Mid-South Radio Net.	19	4	130	24	_	75		15	S		'n		30	<b>&gt;</b>	145	1.200	47
Columbus	WACR.	Continental Sales	lkw	1050	_		6	٥	۵	22	۵	75		0				15	m	<b>\</b>		1.000	20
Corinth	WCMA	Venard. Rintoul, McCon-	250w	1230	-	Dixie Net.	4	4	127	m	v	75		25					70	<b>&gt;</b> -	Ŧ		2
Greenville	WGVM	Devney, Grennen, O'Connell,	lkw	1260	-	Mtd-Am. Bdcstg.	01	01	78D	3.2	۵	75		22									
Grenada	WNAG	C. K. Beaver: KB5	250w	1400	z		Ξ	=	124	4	۵	9	Ī	9					m	z			
Jackson	WOKJ	John E. Pearson	Skw	1590	-	McLendon Ebony	5	S	906	100	S	SS		35	S		S		100	<b>≻</b>	250	2,600	3
Meridian	WOIC	Forjoe	5kw	1390	-		7	2	006	100	5	40	2	30	00	8	10	2	001	<b>&gt;</b>	153	2.100	20
Picayune	WRJW	KBS. Southeastern Key Market Net.	Skw	1320	-		01	01	۵	m	-			80	15		S		25		250	2.100	80
Starkville	WSSO	KB5	250w	1230	_		=	Ξ	118	12	S	20		20					우		200		7.5
Tupelo	WELO	Everett-McKinney. C. K Beaver; KBS, Mid-South Net.	lkw	SB0	z	Columbus Bdcstg.	1412	141,2	126	15	v	20		SO					45	<b>&gt;</b>	88		70
West Point	WROB	Everett-McKinney; KBS,	250w	1450	z		12	12		20	S	20		30			10	10	20	<b>≻</b>	220	2.700	20

(a) (Nerwork, (Undependent (b) No of yrs station has presented Nexto-appeal programming (e) D daythine only. (d) % weekly his devoted to Negro appeal advertisers (g) (A)c. stations pread a number of superstandishing support to chemical and no extra charge: (A)c don't provide such support (h) Station estimate of Nexto appeal advertisers (g) (A)c. stations pread a number of support to chemical and no extra charge: (A)c don't provide such support (h) Station estimate of Nexto and programs in categoric or market thing on farms, and/or rural areas, as estimated by surfour 'Station did not supply breakdown but programs in categoric or market

					+01			Yrs	Hrs.		Change	-	egro r	Negro Program Breakdown (in	Break	Own (ii	(% ۱	-				
State and City	Call	Regional Network	Power	Freq. (kc)	or lnd.	Group- owned	Yrs. On Air	Negro Program.	Wk.	Hours Negro p Program	in Negro Program, Hrs.	.( .0	Other Music	suoigila <b>A</b>	News	Homemaker	Public Service Other	Negro Adv.	Merch.	Negro Pop. (000)	Avg. Negro Family Income	6 × 9
MISSOURI													1					ı	ı	ı	ı	
Fulton	KFAL	John E. Pearson	1kw	006	_		6	m		2.3	S		*	*					z	10		
St. Louis	KWK		Skw	1380	_	:	18	2	140	45	-	76		=	4	7	ì	3	. >	375	\$7.370	
	KATZ	Continental Bdcstg.,	Skw	1600	_	Continental Bdcstg.	2	S	137	100	-	63	8	22	7	1	1	100	· >-	339	4.500	
	KXLW		1kw	1320			12	=	חאחו	001	U	ŗ		;	·	(		:	2		1	1
NEVADA						1	!		3	3	7	7/		7	: n	77		8	<b>-</b>	328	3,130	_
Las Venas	KIAS	Daren McGavren	2500	1230	2		=	٥	136	,	c	5			1					1		
NEW JERSEY							=	۵	97	7	2	3		-		1	*	٦.	.0S ≺	<b>6</b> 6		
Newark	WHBI	:	21/2kw	1280			:72	30	168	100	S			73		77	-	9	2	1 200	000	
	WNJR	Continental Bdcstg., Soccialty Market Reps.	Skw	1430	_	Continental Bdestg.	=	9	146	100	່ທ	20			10	2 2	;	8 8	zz	1,500	3,250	1_
NEW MEXICO	1				1													1				
Hobbs	KWEW	Branham; KBS, Southwest	Skw	1480	z		21	12	118	0	S	SO		S0					z	'ur		
NEW YORK		Net.					1	ì										:	:			
Buffolo	WINE	Bernard Howard	1kw	1080	_	John W. Kluge	Ξ	01	BSD	30	-	100						v	z			Ì
New York	WEVD		5kw	1330	_	Debs Memorial	38	7	92	25	S	001						\ <u> </u> 2	<b>.</b> >	1.000	-	,
	WLIB	Forioe	lkw	1190	-	Kadio Fund	17	=	1000	ö		, 04	=	02	-				. ;			
NORTH CAROLINA									2		•	2		3		0	7	2	<b>-</b>	1,336		
Belmont		KBS	Jkw W	1270	z	Central Bdcstg.	2	Ŋ	136	2	5	40		45		5		,	>			
Burlington	WBBB	Thomas F. Clarke; KBS	Skw	920	z		18	9	77D	11.5	S	89	1	=		'		ı lv	-  z	757		
Canton	TIWM	Best; Southeastern Market Net., Tobacco Net., Tobacco Sports	Jkw	970	_	\ \	S	S	980	7.7	S	06		0			:	, N	z	) <sup>0</sup>		
Chorlotte	WBT	CBS Radio Spot	50kw	1110	z	Jeff. St. Bdcstg.	37		135	-	S					90			· <b>&gt;</b>	BOO		
	WGIV	Forjoe	1kw	1600	_		12	Ξ	84D	S4	Ŋ	09	2	S	10	B 12	m	09	. >	258	2.990	
Durhom	WSRC	Bob Dore, Bernard I. Ochs	1kw	1410	_	Carolina Radio	2	2	93D	100	S	09	1	25				BS-9	>	418	6.67R	
Edenton	WCDT	KBS	1kw	1260	-		4	-	۵	10	-	75		25				2	·	2	1 000	
Elizabeth City	ty WCNC	Bogner & Martin; KBS	Z50w	1240	-		20	20	123	=	S	BS	, ,	15				י ב	· >	3	20,	
		Bill Bowser	250w	1230	z		10	S		09	-	杂		۵				2 5	- 2	:	000	
Goldsboro		KBS	1kw	730	_		80	8	90D	13	-	65	01	15	2		ľ	2 6	2 >	8	2,000	
Greensboro	WGBG	John E. Pearson	250w	1400	z		17	0	140	01	S	001	1	1		1		2 4	- >	3 8	2,300	
Homlet	WKDX	KBS	250w	1400	-		7	7	119	19	S	98	ı		l ;		l	`	- 2	2 2	0001	
Henderson	WIINC	KBS, Carolina Net.	1kw	890	z		14	14	٥	23	_	8	*	_	45	2	,		2	2	004,-	
High Point	WMFR	Burn-Smith	250w	1230	z		24	9	126	7	_	BS	1	15		ı		:				
Kinston	WELS	Bogner & Martin; KBS, Tobacco Radio Net., Caro- lina Radio Net.	Jk *	1010	_	1	6	o	096	7	-	65	1	25	5	S	1	- 4	, <b>'</b> ≻	123		
	Cran array	Dane Clauder	11	1080	-	Scotland Beceta	12	13	070	1	-	5		0.0	1.	ľ		1				

(a) (N) etwork, (I) independent. (b) No. of yrs. station has presented Negro-appeal programing. (c) D: daytime only. (d) % weekly hrs. deroted to Negro appeal programing. (e) Indicates whether hrs. of Negro programing has (I) increased, (D) ecreased or remained (S) ame since last year. (f) % of total business from Negro-appeal advertisers. (g) (X) os: stations provide merchandising support to elients at no extra charge; (N)o. don't provide such support. (h) Station estimate of average annual family Negro income in market. (j) % of Negroes in market living on farms, and/or rural areas, as estimated by station. \*Station did not supply breakdown but programs in eategories so marked.

					3			,	Hrs.		Change		Negro Program Breakdown (in %)	rogran	Brea!	) uwop	(% ui	-				
State and City	Call	Regional Network	Power	Freq. or (kc) Ind.	or Ind.	Group- owned	Yrs.	Negro Program.	Wk. On Air	Hours Negro P Program.	in Negro Program. Hr5.	.t.a	Other Music	Religious	News	Нотетакег	Public Service	19410	Negro Me	Merch. Po	Negro A Pop. Ne (000) Fa (h) Inc	Avg. Rural Negro and Family Farm Income (3)
Lumberton	WAGR	Rambeau, Vance, Hopple	500w	580	-		s	<b>~</b>	910	7.5	5	85		11.5	2.0	3.5	Ī	20		Y 100		\$1,500
Leoksville	WLOE	KB5	250w	1490	z		13	10	119	4	-	:	30	20		15		5 100		, ×	12 3.	3.200
New Bern	WHIT	John E. Pearson; Tobacco Radio Net.	250w	1450	z		171/2	17.1/2	63 1,2	٥	_	20	1	50						7	25	
Roleigh	WRAL	H-R	250w	1240	-	!	12	15	126	15	2	40		10	25	. •	25	_	15	γ	35 3.	3.000
Reidsville	WREV		250w	1220	-		Ξ	00	۵	15	10	70	1	30				20	0	<b>~</b>		1 .
Rocky Mount	WCEC	Continental Radio Sales; Tobacco Radio Net.	1kw	810	z		13	2	84D	1.5	. LO	09	I	20			50	1	2.5	۲ 418	<b>80</b>	
Torboro	WCPS	Dora-Clayton	lkw	760	-				1050		-	09		38				2	8	Y 179		2.000
Whiteville	WENC		Jkw	1220	-	Whiteville Bdcstg.	13	5	77D	ľ	٥	20		9		20 2	20_		m		10 2.	2.800
Williomston	WIAM	Bob Dore; Carolina Radio Net.	1kw	006	-		00	9	84D	13	-	54		36			10		0	<b>&gt;</b>		
Wilson	WGTM	Clarke Brown	5kw	280	z		22	Ξ	120	10	-	80			-		10 10	15	10	y 360	0	
Winston-Solem JHIO	WAAA	Bob Dore, Bernard I. Ochs	1kw	086	-	Laury Assoc.	10	10	٥	001	2	65		70	2		. 01	100	0	Y 275	2	009
Cincinnoti	WCIN	John E. Pearson	5kw	1480	-	Rounsaville Radio	9	9	980	100	10	19		25	7		7	100	0	Y 175		2,273
Chillicothe	WBEX	Thomas F. Clark: KB5	250w	1490	z		12	12	119	'n	5	20		20						1		
Cleveland	WABQ	Bernard Howard	lkw	1540	-	Tuschman Bdcstg. Corp.	=	7		100		40		30	15	01	01	2 100	0	γ 26	260 3	3,800
	1	Dora-Clayton, Devney, NB5 5ales	250w	1490	-	United Bdcstg., Richard Eaton	17	7	162	06	-	20	10	15	00	2	. 51	8	0	γ 230		4.500
Columbus	WVKO	Venard, Rintoul, McConnell 1kw	1kw	1580	_		œ	00	84D	12.5	-	20	1	40	15		5	10	0	γ ,	72 3,	3,250
Dayton	WAVI	Bdcst. Time Sales	250w	1210	_		5	2	۵	80	-			100					2	Z	75	!
Gollipolis	WJEII	Sears & Ayer; KB5	lkw	990	-		0	ø	87D	4	s	9				,	!			z	2 2.	2.500
Steubenville	WSTV	Avery-Knodel	250w	1340	z		20		1311/2	-	10		20	25	25	,	1			z	3	1
Toledo	WTOD	Weed	1kw	1560	z	Booth Bdcstg.	13	5	84	m	2	70		30					_	γ 2	25 4.	000

randing. (c) D. Daytime only, (d) % weekly hrs devoted to Negro appeal programling. (e) indicates whether hrs. of Negro programling is (1) nereased, (D) ecesased or refer to elements at no extra charge; (N)o; don't provide such support. (ii) Station estimate of Negro population in market. (i) % of Negroes in market living on farm, and or rural areas, as estimated by station. "Station did not supply breakdown but programs in eaterories so marked. (a) (N)etwork, (I)ndependent, (b)  $N_0$ , of yrs, station has presented Negro-appeal programing malned (S)ane since last year. (f)  $C_0$  of total business from Negro-appeal advertisers. (g) (in thousands, (i) Station estimate of average annual family Negro invoice in market. (j)  $C_0$ 

THE **PIEDMONT** PACKAGE-

# 300,000 **NEGROES**

in

NORTH CAROLINA'S

RICH PIEDMONT AREA

Listen daily to—

#### **WAAA RADIO**

Winston-Salem

Greensboro-High Point

#### **WSRC RADIO**

Raleigh-Durham

FOR THE PIEDMONT *PACKAGE* 

CALL:

**BOB DORE Associates** 

					+014			Yrs	Hrs.	8	Change	Ξ.	negio ri	USIAIII	riugiam bieakuowii	≣ 3	<u>@</u> -	/0		Mogra	Avo	Direct
State and City Cetters	Gall Letters	Regional Network	Power	Freq. (kc)	or Ind.	Group- owned	Yrs. on Air	Negro Program.	e Air	Hours Negro Program.	Negro Program. Hrs.	.( .0	Other Music	Religious Wews	Нотетакет	Public Service	19ther	Negro Adv.	Merch.	Negro Pop. (000)	Negro Family Income	
OKLAHOMA																	ı					
Guthrie	KWRW	K8S, Oklahoma 8dcstrs.	100w	1490	-		4	4	112	91	· vs	80	1	12				25	>	82		2
Okmulgee	KHBG	Hil F. Best, Clyde Melville; 250w	250w	1240	_	D. Reynolds Sta.	10	5	119	18	-	73	:	25				25	<b>&gt;</b>	'		1
OREGON			1				1												I		1	!
Portland	KWJJ	Forjoe	10kw	10kw 1080 N	z		32	1/2	1301/2	12	-	06		10	-	i	1	m	Υ.	37	\$4,000	2
<b>PENNSYLVANIA</b>	VIA T						:									1						
Connellsville	WCVI	Hopewell; K8\$	250w	1340	_		12	12	115	7.	S	80	10	10			:	.2	>			
Philodelphia	WDAS	Sernard Howard	5kw	1480	_		37	=	144	95	_	9	10	12	m	15	1	66	<b>&gt;</b>	650	3,600	
Pittsburgh	WAMO	8ernard Howard	250w	860	-	!	=	=	08D	8	_	65	15	01	01	:		00	-	250	I	
CAROLINA																						
Anderson	WANS	Rambeau, Vance, Hopple	lkw	1 280	z		6	6	135	42	_	40		40	10		2	14	<b>+</b>	110	7,600	22
Bennettsville	WBSC	Indie Sales	10kw	1550	z	Atlantic Coast Life	12	17	126	15	-	80		20			1	5	z	137		70
Chorleston	WPAL	8ob Dore, Dora-Clayton	1kw	730	-	Speidel 8dcstg.	12	Ξ	90D	80	S	6	2	50		5		100	<b>\</b>	150	2,000	50
Columbio	WOIC	80b Dore, Dora-Clayton	5kw	1470	_	Speidel 8dcstg.	5	5	95D	100	-	25	. 5	65	2 2	-		9	>	400	3,000	52
	WCOS	Meeker; S. Car. Radio Net.	250w	1400	_		20	_	140	21/2	-	09		40		-	- Martin	1	, <b>,</b>	20		7
Dillon	WDSC	Gill-Perna, Dora-Clayton; K85	]kw	800	z	1	4	01	٥	10	S	20		40	2	5		40	>	1	1,500	75
Greenville	WESC	Headley-Reed	5kw	099	-		12	12	910	I3	s	92		∞	-	-		5	7	-		
	WFBC	Avery-Knodel; Piedmont Croup	5kw	1330	z	WMRC	97	97	103	20	S	40	30	10	0	01		10	>	175	2,400	20
Laurens	WLBG	Indie Sales	1kw	860	_		12	12	70D	70	1	80		70	1			10				20
Mullins	WJAY	K8S, Tobacco Radio Net.	lkw	1280	-		01	10	72D	70	S	09	52	15				2	<b>&gt;</b>	17 1/2	2,200	8
Rock Hill	WTYC	Harry J. Cannon; Piedmont Net., Southeastern Key Market Net.	lkw	1150	-		01	5	84	5	S	33				1	29	5	>	07		50
Sumter	WSSC	Thomas F. Clark; Economy Net,	250w	1340	z	8lue Ridge 8dcstg.	9	9	126	30		001				1	i	20	<b>&gt;</b>	70		74
York	WYCL	Economy Net., Southeastern 250w Key Market Net.	250w	1580	_		3 1/2	31/2	۵	4	-	40	2	40	01		2	30	>	91	950	65
FENNESSEE																						
Chottonooga	WMFS	John E. Pearson	lkw	1260	_		∞	∞	۵	100		65	2	15	3 5	7	1	100	≻	55	3,265	-
Clarksville	WJZM	Jack Masla; K8S	250w	1400	z		82	12	119	11	-	0/		20		2	1	0.	>	161/2	2,640	36
Columbio	WKRM	Walker-Rawalt; K85	250w	1340	_		3	13	70	∞	S	20	,	20	-			4	z	18	2,400	30
Foyetteville	WEKL	K8S	250w	1240	z		=	Ξ	114	9	S		70	20	5	5		5	z	5		20
Fronklin	WAGG	K8S	lkw	950	_		61/2	61/2	90D	30	S	20	20	10 10	01 0		i	15	z	180	2,500	25
Jockson	WJAK	John E. Pearson	1kw	1460			5	٧.	006	100	S	75		20	2	-	7	8	<b>&gt;</b>	130	2,500	40
Knoxville	WKGN	Solling, Clarke Brown	250w	1340	_		13	m	168		S	100	l	1		1	Read	20	<b>&gt;</b>	40	3,500	2

(a) (Network, (Undependent. (b) No. of yrs. station has presented Negro-appeal programing. (c) D: daytime only. (d) % weekly hrs. devoted to Negro appeal appeal advertisers. (g) (Y) es: stations provide merchandising support to clients at no extra charge; (N) of total husiness from Negro-appeal advertisers. (g) (Y) es: stations provide merchandising support to clients at no extra charge; (N) of doubt provide such support. (h) Station estimate of Negro income on market. (j) % of Negroes in market living on farms, and/or rural areas, as estimated by station estimate of average annual family Negro income on market. (j) % of Negroes in market living on farms, and/or rural areas, as estimated by station estimate of average annual family breakdown but programs in categories so marked.

									_		Change	9	Negio Flogiam blearupwii	3		į	10/					
State and City	Call Letters	Regional Network	Power	Freg. (kc)	Net. or Ind.	Group- Owned	Yrs. on Air Pr	Yrs. of Negro Program.	WK. Negro On Program.		S. S. J.	Other Music	Religious	News	Homemaker	Public Service	19410	Negro Merch. Adv. (g)	Merch.	Negro Pop. (000)	Avg. Negro Family Income	Rural and Farm
Memphis	WDIA		50kw	1070	-	Sonderling & Assoc.	12	=	140	001	S 45	<u>د</u>	30	∞	4	12	-	)00 1	۰	~	\$2,300	
	W'LOK	8ernard Howard	5kw	1480	_	O. K. Group	31/2	31/2	84D	100	S 35		9		. 2		21/2	100	>	242	3,300	
Nashville	WVOL	John E. Pearson, Dora- Clayton	Jkw	1470	-	Rounsaville Radio	80	<b>∞</b>	930	100	S 59	0	3.	7	m	45	1	100	<b>&gt;</b>	157	1,750	13
	WLAC	Katz	50kw	1510	z	Life & Casualty Ins.	33	12	891	20	S 100	0	-	1		1	1	21.5	<b>&gt;</b>	309	1,755	13
Rogersville TEXAS	WRGS	Hil F. Best	¥	1370	_		S	5	٥	10	S 60	0	20			20		S	>	31/2	3,800	2
Bay City	KIOX	Dick Weaver; K85	ıkw	1270	z	8ay City Bdcstg.	12	12	122	6.5	s 60		40				. 1	10	>	20	3 000	07
Beaumont	KJET		1kw	1380		KP8X 8dcstg.	7		. 0		1	2	45		2	4	-	85	<b>,</b>	2 08	4.500	<b>?</b>
Galveston	KGBC	John E. Pearson	250w-	1540	-		12	=	126	20	S 90	0	10				l	15	_	31	2.000	0
Gonzales	KCLI	Donald Cooke; KBS	250w	1450	-		=	00	;	1.5	S 100	0				;	i	_	۲	!	!	
Houston	KCOH		1kw	1430	-		=	7	1 0001	001	S 51		25	9	; ;	18	anan		<b>\</b>	270	4.000	
	KYOK	Sernard Howard	Skw	1590	-	O.K. Group	51/2	51/2	_	001	2 60	0 40	_	:	i			100	<b>&gt;</b>	335	4.000	<u>∞</u>
Marlin	KMLW		250w	1010	_	dam	9	9	75D	9	S 70	0	11	7	1	9		20	>	55	2.000	30
Marshall	KMIIT	Melville; K8S, Texas State	250w	1450	z		2	13	117	25	08	0	15	m	,	2	1	15	>	125	2.550	30
Midland	KJBC	K8S	lkw	1150	_		٥	6	980	10	S 70		0 2	Ŋ		1		10	<b>&gt;</b>			
Nacogdoches	KSFA	8ob Dore	lkw	860	_		12	12	70D	27	4	40	5 50			5		01	<b>&gt;</b>	30	2,800	28
Taylor	KTAE	K8S	lkw	1260	-	Manage of the contract of the	=	0	006	8.5	S 90	0	10			:	!	5	<b>&gt;</b>	9	2.850	35
Tyler VIRGINIA	KZEY	Sernard Howard	250₩	069	-		7	- 1	016	001	7	0,	. 25	S		. '		00	<b>&gt;</b>	125		30
Danville	WDVA	Robert S. Keller	5kw	1250	z		12	12	131	10	09 1	0	70	10	01			30	>	9	3.000	20
Farmville	WFLD		1kw	870	_		12	12	٥	_	S	-35			ø	*		15	z		1.800	85
Franklin	WYSR	Thomas F. Clark; K85	1kw	1250	-		æ	æ	82D	-	1 80	0	10				10	9	<b>&gt;</b>	ı	2.700	
Gloucester	WDDY	Grant Webb	Ik*	1420	-		21/2	21/2	۵	12	S 80		16			47						
Hopewell	WHAP		250w	1340	-	Hopewell 8dcstg.	0	9	117	2	S 70	0 10	0 5	00	5	2	!	10	<b>&gt;</b>	15	1.340	10
Lynchburg	WBRG	Thomas F. Clark; K85	lkw	1050	_		m	m	0	21	S 60	0	30		10		i	20	<b>&gt;</b>	35	1.500	40
Martinsville	WMVA	8ob Dore; K8S	lkw	1450	z		8	18	122	7.75	S 35	2	10	15		25	15	10	z	22	2,000	40
Norfolk	WRAP	Continental 8dcstg., Specialty Market Reps.	Sk∗	820	_	Continental 8dcstg.	7	7	140	00	s 60	0	20	10	2	5		100	<b>&gt;</b>	333	3.000	2
Petersburg	WSSV	Grant Webb	250w	1240	z		4	+	125	10	1 95	~				2		15	_	45		10
Richmond WASHIINGTON	TVAN N		lkw	066	_	United 8dcstg.	· 00	∞	720	. 00	S 65	5	7	9		15		001	>-	200	4.000	45
Seattle KT WEST VIRGINIA	KTW NIA	Don Pickens	lkw	1250	z		37	0	150	_	S		100									
Beckley	WWAR		Ikw	620	_	Rahall Radio	=	=	136			10	10	10	15	30	10		>	12		9
Charleston WISCONSIN	WIIMS	Weed	250w	1490	z	Charleston Bdcstg.	12	m		<b>5</b>	s 90	0	01					01	<b>&gt;</b>	0+		
Milwankee	WMIII	Gill-Perna	lkw	1290	_		13	13	c	2			8			ø			>	20	4 000	

tal (Network, Chulependen) (b) No. of yes station has presented Negro-appeal programling, i.e. by daythms only lies, devoted to Negro appeal to Programming has illustrated. (Decreased of remained Sciame shee last year (f) % of odal bushless, from Negro appeal absertaces, (g) Obes, stations provide merchandfully support to elicits at no extra charge; (No.; doi:) provide such support (h) Station estimate of Negro propagation in market, in the formal areas, as estimated by station, "Station did not supply breakdown but no elegatives or marked in the formal areas, as estimated by station did not supply breakdown but no elegatives or marked.

#### **NEGRO STATION PROGRAMING**

100% Negro-ap	peal	CITY		CALL LETTERS	CITY	CALL LETTERS
programing			FLORIDA		New Orleans	WYLD
h. 68. 41.	<del></del>	Jacksonville		IVOBS	Shreveport	KANB
CITY C	ALL LETTERS	Miami		.WFEC	Shreveport	KOKA
ALABAMA		Miami Beach		WM BM		
Birmingham	WENN	Pensacola		WBOP		MARYLAND
Birmingham	WENR WEDR				Baltimore	WEBB
Birmingham	TILD		GEORGIA		Baltimore	wsid wsid
Mobile	II'GOK	Atlanta		W/AOK		
Mobile	V MOZ	Atlanta		WERD.		MICHIGAN
Tuscaloosa	TTUG	Columbus		WCLS	Inkster	WCHB
	. ,, 200	Columbus		WOKS		
ARKANSAS		Масоп		₩CRY		MISSISSIPPI
Little Rock	KOKY		ILLINOIS		Jackson	WOKJ
	NONT	Chicago .		WBEE	Meridian	WQIC
CALIFORNIA						MICCOLLDI
Los Angeles	VCEI		KENTUCKY	•		MISSOURI
San Francisco	KGF <b>J</b> KSAN	Louisville		WLOU	St. Louis	KATZ
Sall Franciscu	KSAN				St. Louis	KXLW
5.675.67 65 66.11			LOUISIANA			•
DISTRICT OF COLU	MBIA	Baton Rouge		₩XOK		NEW JERSEY
Washington	WOOK	New Orleans		$\pi^*BOK$	Newark	
Washington	WUST	New Orleans		WNOE	Newark	WNJR

## WMOZ

1000 watts at 960 KW Nondirectional FIRST NEGRO STATION IN MARKET

## FIRST

Top Ratings in Pulse for past five years.

First in merchandising and promotion assistance.

## MOBILE, ALA.

Negro Population 248,800 Negro Retail Sales \$169,570,000 Within 0.5 mv
Contour

# IN BIRMINGHAM ALABAMA

UNDER NEW
MANAGEMENT

Featuring

 AGGRESSIVE PROMOTION

 $B_{\Sigma}$ 

 PERSONALITIES THAT SELL

With

• COMPLETE COVERAGE

CALL • WIRE • WRITE



America's 1st EBONY Station

1220 KC-1000 WATTS

JIM BONFILS General Manager

National Representative BOB DORE & ASSOC. Southeast Representative DORA-CLAYTON CITY

CALL LETTERS

#### NORTH CAROLINA

Durham WSRC
Winston-Salem WAAA

OHIO

Cincinnati # CIN Cleveland # ABQ

#### **PENNSYLVANIA**

Pittsburgh IF'A.MO

#### SOUTH CAROLINA

Columbia WOIC

#### **TENNESSEE**

Chattanooga	$I\!\!F'MFS$
Jackson	WJAK
Memphis	. IF DIA
Memphis	W'LOK
Nashville	WVOL

#### TEXAS

Beaumont	KJET
Houston	КСОН
Houston	KYOK
Tyler	KZEY

#### VIRGINIA

Norfolk	, writer w	WRAP
Richmond		WANT

## 50-99% Negro-appeal programing

ALABAMA

Selma ..... WIBB

CALIFORNIA

Oakland ... KDIA

FLORIDA

Jacksonville W'RHC

GEORGIA

Augusta WALG

ILLINOIS

Chicago ..... WGES

MICHIGAN

Detroit .......

ONLY

WILD

IN DETROIT

DELIVERS

THE NEGRO

MARKET

SUSIE STROTHER
WINNER OF THE
MCCALL MAGAZINE
"GOLDEN

MICROPHONE"

in the category "Service to Women" for giving o spiritual lift to mothers of new born babies with her program "Cradle Time."



#### 610,000 **NEGROES**

IN THE STANDARD METROPOLITAN

AREA OF DETROIT

THEIR ANNUAL INCOME \$695,350,600.00\*



**WJLB** 

IN ITS 33rd YEAR
REACHES THIS
MARKET WITH

881/2 Hours

OF NEGRO PROGRAMMING WEEKLY

WITH SUCH PERSONALITIES AS BRISTOE BRYANT MISS SUSIE LARRY DEAN

**ERNIE DURHAM** 



FOR FULL PARTICULARS WRITE TO



NEW YORK ...
BERNARD HOWARD
CO., INC.
MID-WEST, SOUTH
AND WEST COAST...
JOHN E. PEARSON CO.
OR

WJL B

A BOOTH STATION
DAVID BRODERICK
TOWER
DETROIT 26, MICH.

\*ESTIMATED FROM STUDIES BY
DETROIT FREE PRESS, DETROIT NEWS.
FOOD BUSINESS AND UNIVERSITY OF MICHIGAN

CITY	CALL LETTERS	CITY	CALL LETTERS	CITY	CALL LETTERS
NEW YO	RK	Bay Minette	W'BCA	· ILL	INOIS
New York	WLIB		II'AJF		
		Decatur	IFMSL	Belleville	
NORTH CAR	OLINA	Dothan	IFOOF	Chicago	
Charlotte	WGIV	Flomaton		East St. Louis	WAMV
Fayetteville	<b>I</b> FAI	Florence	WJ01	LaGrange Rockford	······································
		Florence	II'OII'L		W NOK
OHIO		Gadsden	$\mathbb{R}^rGAD$	1110	
Cleveland	WJMO	Monroeville	WMFC	IND	IANA
		Sylacauga	WMLS	Gary	WGRY
PENNSYLV	ANIA	Thomasville	VJDB	Gary	WWCA
Philadelphia	$I\Gamma DAS$	Tuscumbia	WVNA	Hammond	<i>IV J O B</i>
				Indianapolis	#"GEE
SOUTH CAR	OLINA	ARKA	NSAS	Michigan City	ITIMS
Charleston	WPAL	Arkadelphia	. KVRC		
Greenville	ITFBC	Helena	KFFA	IC	WA
		Pine Bluff	KOTN		
WEST VIRO	GINIA	Warren	E TUDE	Waterloo	
Beckley .	$\mathbf{II}'\mathbf{II}'AR$	Wynne	£7.197.1.7.3.1		
		Hymic	KW YN	KA	NSAS
Less than	50%			Kansas City	KCKN
<del>-</del> <del>-</del>		CALIFO	ORNIA	nunsas Ofty	AGAN
Negro-ap	-	Berkeley	KRE		i e e e
progran	ning	Fresno	KGST	KENT	TUCKY
44.45.44		Long Beach	KGER	Pineville	WMLF
ALABAN	1A	Napa	KVON		
Andalusia	FCTA	San Gabriel	KALI	1011	SIANA
Auburn	$\mathcal{M}'AUD$	San Rafael	KTIM	1007	JIANA
					<i>KEUN</i>
<b>(III)</b>		DELAN	WADE	Ferriday	KFNY
		DELA	WAKE	Lake Charles	KAOK
14 A		Wilmington	WILM		KLIC
A STATE OF THE PARTY OF THE PAR	NEGRO			Natchitoches	
	Community	FLOR	RIDA	Opelousas	KSLO
HOURS DAIL	ogramming	Daytona Beach	W'ROD	Ruston	KRNS
-		Fort Lauderdale	WFTL		
			WFIL WIRA	MAR	YLAND
		hd - dl			
		Madison	W MAF	Baltimore	<i>WITH</i>
			WEBY		
1401	LOUNTE	Ocala	WMOP	MICI	HIGAN
	SPANISH RTO RICAN	Quincy	WENH	Muckagan	WMUS
	ogramming	Sanford	WTRR WSTN		WSGW
HOURS DAILY	J	Stuart	WSTU		WSGW
		Tallahassee	WTNT	Saint Joseph	W SJM
		GEO	RGIA	MISS	ISSIPPI
		Americus	WDEC	Canton	
		Cairo	WGRA	Clarksdale	WROX
	Whirl-Wind	Columbus	WDAK		
	ales action	Hawkinsville	W CEH	Corinth	
HOURS DAILY		LaGrange	W LAG		WGVM
		Macon	W EAG		WNAG
JA/JA	/DI	Madison	WYTH		WRJW
AA AA	KL	Valdosta	WIIH WGOV	•	W KJ W
	DE 5 1400		TW C 4 T		W SSU
NEW AUDR					
NEW YORK *10:00AM-5:30PM **.	<b>DE 5-1600</b> 5:30PM-10:00AM	Waycross	₩CAL WAYX		W ROB

CITY	ALL LETTERS	CITY CALL LETTERS			
MISSOURI		PENNSYLVANI	'A	follow th	he
Fulton	KFAL	Connellsville	II'CVI	•	
St. Louis	$KI\Gamma K$			LEADE	KZI
•		SOUTH CAROLI	NA		
NEW MEXICO	)	Anderson	WANS	Act-on	Creomulsion
Hobbs	KWEW	Bennettsville	WVSC	American Oil Co.	Dr. Pepper
		Columbia	WCOS		
NEW YORK		Dillon	# DSC	Artra	Esso
Buffalo	WINE	Greenville	IT'ESC	Atkin's Chain Saw	Feen-a-mint
New York	ICETD	Laurens	#LBG	BC Handarks	Mrs Filberts
		Mullins Rock Hill	WJAY WTYC	BC Headache Remedy	Margarine
NEVADA		Sumter	WSSC.	Beeman's BQR	Firestone
	T1 T 40	York	WYCL		
Las Vegas	KLAS			Black Draught	Flit
NORTH CAROLI	NA	TENNESSEE		Black & White	Ford
-		Clarksville	WJZM	Bleach & Glow	Gill's Coffee
Belmont Burlington	IF'CGC IF'BBB	Columbus	#KRVI	Sign.	
Canton	11 BBB 11 11 1T	Fayetteville	.WEKL	Blis-to-sol	Gordon's Foods
Charlotte	T'BT	Franklin	IVAGG	Borden's Starlac	B F Goodrich
Edenton	IF CDT	Knoxville	WKGN		
Elizabeth City	WCNC	Nashville	₩'LAC W'RGS	Budweiser Beer	Goodyear Tires
Goldsboro	$I\Gamma FMC$	Rogersville	# KGS	Bufferin	Gulf Oil Company
Greensboro . Hamlet	₩GBG WKDX	TEXAS		Para a Para	His Day of
Henderson	WHNC		WIO.V	Burger Beer	Hit Parades
High Point	WMFR	Bay City Galveston	KIOX KGBC	Camels	Hostess Wine
Kinston	WELS.	Gonzales	KCTI	Canada Dry	L&M
Laurinburg	TETO	Marlin	KNLT	Canada Diy	
Leaksville Lumberton	IF'LOE IF'AGR	Marshall	KWHT	Carling's Beer	Life Magazine
New Bern		Midland	KJBC	Cardui	Long Aid
Raleigh	WRAL	Nacogdoches	KSFA		
Reidsville	WREI'	Taylor	KTAE	Carnation Milk	Lucky Strikes
Rocky Mount	IV CEC	VIDCINIA		Carter's Liver	Luzianne Coffee
Whiteville	#'ENC	VIRGINIA		Pills	
Williamston	WIAM	Danville	II'DI'A	Certo	McCormick Tea
Wilson	FGTM	Farmville Franklin	₩FLD WYSR	Champale	Maine Sardines
21112		Clausester	# 1 S R # T D D Y		
оню		Hamawall	WHAP	Chooz	Maxwell House
Chillicothe	II'BEX	Lynchburg	$I\!\!I'BRG$	Claussen's Bakeries	Miller High Life
Columbus	IF V KO	Martinsville	$I\!\!I'MI'A$	Clorox Bleach	Mum
Dayton Gallipolis	II'AVI IVJEH	Petersburg	IT'SSV		IVUIII
Steubenville	W JEII WSTV			Cloverleaf Margarine	Nadinola
Toledo	WTOP	WASHINGTO	N	Coca Cola	Oasis
		Seattle	KTIV	C012 C012	
OKLAHOMA					
Guthrie	KITRIT	WEST VIRGIN	IA		
Okmulgee	KIIBG	Charleston	IF HMS		
	11				

#WIL

KWJJ

Milwaukee

Portland

# Pulse Says

#### NUMBER ONE IN BIRMINGHAM

For The Third Straight Year WJLD AM - FM

Of All Stations

in Metropolitan Birmingham, WJLD Was Rated First\* in 135 Out of 150 Half-Hour Periods Among The 268,000 Negroes of Metropolitan Birmingham.

(AM-FM)

The nation's finest Negro Radio Station, serving the South's largest and richest Negro mar-

BIRMINGHAM, ALABAMA

\*Source Negro Pulses March 1957; March 1958; March 1959.

#### **NEGRO RADIO'S CLIENTS**

This list of national and regional advertisers who used Negro-appeal radio during the past year is continued from the introduction (page 5) of this issue

Bond Bread Bonded Transmission Centers Borden Breeze Soap Brer Rabbit Syrup Brisk Toothpaste Bromo Quinine Brown & Williamson Bubble Up Budget-Aid Budweiser Buick Bullock's Potato Chips Burger Brewing

Burgermeister Beer Busch Bavarian Beer

C Cabell's Dairy Products Calumet Baking Powder Camels Canada Dry Capital Records Cardui Carling Beer Carolina Model Homes Carolina Rice Carnation Milk Carters Liver Pills Certified Gas & Oil Certo Champagne Velvet Beer Charlotte Hair Dressing Chattanooga Medicine Chesterfields Chesebrough-Ponds Chevrolet Child's Food Stores Chrysler Clabber Girl Clapp's Baby Foods Clark Gas Cloverleaf Dairies Coca-Cola Coldene Colgate Colonial Bread Columbia Pictures Concord Clothes Continental Baking

Continental Bus Lines

Curtis Publishing Co.

Creomulsion

C. V. Beer

Denman Tires Dixie Beer Dixie Crystal Sugar Dixie Lily Flour Dixie Mills Dixie Peach Don's Formula Double Cola Dr. Pepper Drewry's Beer Dulany Foods Duquesne Beer

Ebony Magazine Eel Beck Milling Eskimo Pie Esskay Meat Esslinger Beer Exquisite Form

**F** 

Fabric Fair Falls City Beer Falstaff Beer Fanta Beverage Father John's Medicine Feenamint & Chooz Firestone Florsheim Shoes Folger's Coffee Food Fair Ford Four-Way Cold Tablets Frostie Root Beer Full-O-Pep Food

G Gallo Wines Garrard Snuff General Electric General Tires Gillette Gilster's Flour Gloss 8 Godefroy's Larieuse Goebel's Gold Crown Hair Dressing Gold Medal Gold Seal Wax

Golden State
Mutual Life Insurance
Goodyear
Gordon Optical
Gottesman Drugs
Graber's Department Store
Griffin Shoe Polish
Groves Labs
Gunther Beer
Gwaltney's Meat Products

#### H

Hadacol
Hamm's Beer
Happy Family
Hardin Bread
Hearth Club Baking Powder
Hills Bros. Coffee
Hit Parade
Holsum Bread
Home Credit Co.
Hormel
Hot Shot
Hoyt Sullivan Prod.
Hy-Beaute

Ideal Bread

is the most effective sales force in the CHICAGO NEGRO MARKET with Chicago's Greatest Air Salesman

Same ownership as WDIA — Memphis

represented

by

Bernard

Howard & Co.,

Inc.

Indiana Bell Interstate Bakeries Ipana Italian Swiss Wine

#### J

Jax Beer Jazz Oil Jello John Ruskin Johnnie Fair Syrup

#### K

Ka-Don
Kelvinator
Ketchum
Keystone Labs
Kily Rat Killer
King Biscuit Flour
King Cotton Meats
Kool-Aid
Krey Meats
Kroger
Krueger

#### •

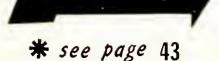
L & M
Langendorf Bread
Laura Scudder
Lipton Tea
Loew's Theatres
Lone Star Beer
Long Aid Hair Dressing
Look
P. Lorillard
Lucky Grace
Lucky Heart Labs
Lucky Strike
Luzianne Coffee
Lydia Pinkham

#### M

Madera Wine Mahadeen Hair Tonic Manischewitz Maolo Milk Prod. Margo Wine Martha White Mather Furniture Maxwell House McCormick Tea McMillan Furniture Melody Hill Wine Mercury Merita Bread MGM Pictures Miami Margarine Miller Hi-Life Milnot.

## \* follow the LEADERS!

Pall Malls	U. S. Rubber
Pepsi Cola	Vaseline
Pet Milk	Yager's Liniment
Ralston Purina	Yodora
Real-Kill	Spree
Rexall Drug Co.	Soltice
Roma Wine	St. Joseph Aspirin
Royal Crown Cola	Clo White
Royal Crown Hair Dressing	Riceland Rice
SSS Tonic	Karo Syrup
Sal Hepatica	Kool Aid
Sanka Coffee	Kraft
Scotts Emulsion	Lipton Tea
Schlitz Beer	Manishevitz
Scaltest	Musterol
Seven Up	National Bo
Southern Bread	Old Golds
Stanback	Pittsburgh Paints
Sulphur 8	Super Suds
Sur-Jel	Wildroot
Tetley Tea	Sinclair
666 Tonic	Greyhound
Tru-Ade	Bromo Quinine
Tube Rose	Chesterfield's
Texas Oil Co	Doan's Pills
Winstons	Duz
Wrigley	Ex-Lax



BIG

BILL

Monte Cristo Monticello Drugs Mother Goldstein Wine Mum My Knight Hair Pomade

#### N

Nadinola National Bohemian Beer National Trailways New Peruna North Woods Coffee Nu-Hair of California

O HIBITATION AND INTERNAL TO BE STATED TO THE STATE OF THE STATED OCB Wine Odom Sausage Oertel's Beer Old Vienna Prod. Oscar Mayer Meat Prod. Overbrook Egg Nog

P Pabst Pall Mall Palmer's Skin Success Paradise Wine Paramount Pictures Parker House Meat Parks Sausage Paris Velvet Hair Dressing Pazol Pearl Beer Penick & Ford Pepsi Cola Pep-ti-kon Pepsodent Pepto Mangan Persulin Perma Shave Pet Milk Peter Pan Bread Petri Wines Pharmaco Philco Post School of Nursing Pozner's Prince Albert Purina

#### Q

Quaker Oats Queen Bee Royal Jelly

#### R

RCA R. J. Reynolds Rath Packing Co. Reader's Digest Real Kill Insecticide Reelfoot Packing Co. Regal Beer Regent Beer Regimen Rem Rheingold Riceland Rice Richbrau Beer Richfield Oil Richmond Gas Rise Shave Harold Ritchie Robin Hood Roller Champion Flour Roma Wines Ronco Prod. Royal Crown Cola Royal Crown Hair Prod.

S. .... Safeway Stores Sal Hepatica Salem Sam's Rib Shops Sante Fe Wine Scott's Emulsion Schaeffer Schlitz Sealtest Sears Roebuck Security Life Insurance Seven-Eleven Stores Seven-Up Shell Silky Strate Silver Satin Silvercup Bread Silverdust Detergent Sinclair Oil Skelley Gas & Oil Skin Success Slickhaus Meats Sloan's Liniment Soft Magic Soltice Spearman Ale Speed Queen Washers SSS Tonic 666 Sta-Glo Hair Prod. Stag Beer Stanback Co. Stephens Mf. Co. Sterling Beer Sterling Salt

J. Strickland Co.

Strohs Beer Studebaker-Packard Sub Rosa Deoderant Sulfur 8 Sun Crest Orange Sunshine Mills Super Suds Swamp Root Sweet Peach Snuff Swift

#### T

Tareyton Tetley Tea Texaco Gas Thom McAn Shoes Thunderbird Wine Tip Tip Bread Ting Tops Snuff Town & Country Gas Co. Trig Tube Rose Snuff Twenty Grand Ale

United Fruit Co. Union Oil

#### у принципантичниципантично с се селиниципантично с селиниципантично с

Vaseline Viceroy Virginia Milk Prod.

#### W streamment of the stream of the

Wagner Baking Co. Jim Walter Corp. Ward Baking Co. M. White Corn Meal White King Soap White Owl Cigars Wiedemann Beer Wild Rose Irish Wine Wildroot Winston Wise Potato Chips Womento Theatres Wonder Bread Wrigley's Gum

**У** Yellow Cab Yodora Charles Young Prod. Yukon's Best Flour

#### **Z**

Zenith



radio time devoted to

## NEGRO PROGRAMMING

#### WLIB

Has more Negro listeners than any other New York radio station—network or independent (PULSE)

#### WLIB

Only New York radio station with studios in Harlem

#### WLIB

First New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half hour.

#### WLIB

The only radio station in New York with completely diversified programming—news, commentary, classical music, gospel, rhythm blues, jazz, homemaker show and public service programs.



1190 ON YOUR DIAL

#### THE ADVERTISERS

(Continued from page 9)

ing consists of news about events in the Negro community.

Gunther adds an extra kiek to the campaign by carefully choosing announcers for their community activities. In both cases the announcers are men active in community affairs, serving on committees of various kinds and acting as m.c.'s for Negro events.

"We try to keep this thing on as high a plane as possible," said James S. King, assistant ad manager.

He pointed out that while the announcers may be considered personalities in a general sense, they are not the personality-cum-merchandising types that visit taverns to jazz up enthusiasm.

This is no cool. detached campaign, however. King is looking toward the fall for some real merchandising pitches and other activity. At present the stations are supporting their client with space ads in general newspapers.

Nor is Gunther seeking only a favorable image and letting the sales fall where they may. It expects some positive results and King says there is already some evidence in Baltimore that the programing is successful on both a sales and p.r. level. "It's too early to tell about Washington," King added.

The competition is expected to watch the Gunther approach closely. King feels that "there are apparently very few companies who feel as we do" about public service programing.

Gunther may not be as isolated as it thinks. Listen to Ramon S. Scruggs. p.r. man for Michigan Bell: "Wherever advertisers have an opportunity to tie-in or support projects or activities of particular interest to Negroes an enhancement of advertising and merchandising is quite probable." Scruggs cited two instances of advertisers doing just that—a soft drink distributor and a milk company.

Scruggs summed up the situation this way: "The greatest value of an advertiser using any special media, including radio, is that the advertising leaves no doubt that his total program is inclusive of all people. Negroes have had so much exclusion practiced against them that an exOn the preceding pages you read some of the leading advertisers who reach

more than

## 1,000,000 negroes

The recent addition of WYNN, Florence, S. C., to the Speidel group gives you an easy buy of over 1,000,000 Negro listeners! The group is a must for S. C. coverage (reaches 87% of S. C. Negroes) and offers a big bonus in other states.

WOIC, WPAL, and WYNN all program exclusively to their special audience . . . your assurance of listener loyalty that really pays off for Speidel advertisers. More, too—buy all three and get 7½% discount! Any two—5% discount.

## WOIC

5000 W - 1470 K C COLUMBIA, S. C.

## **WPAL**

1000 W - 730 KC

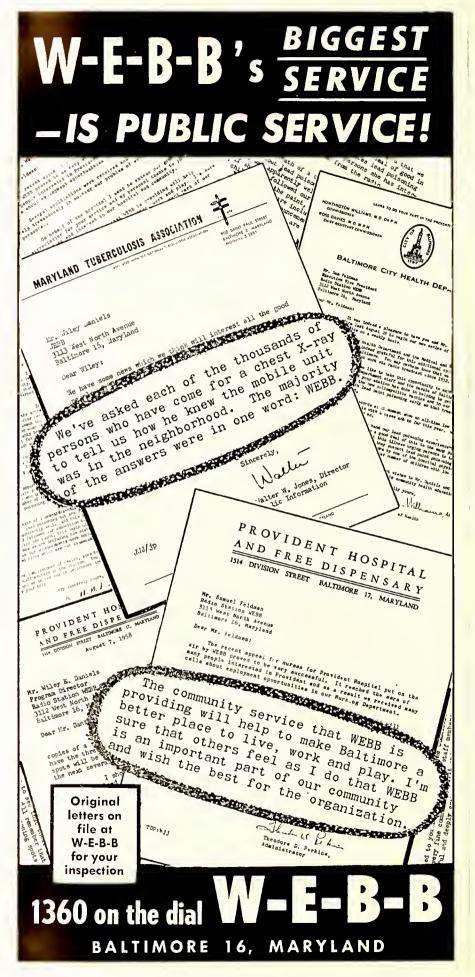
CHARLESTON, S. C.

## WYNN

250 W - 540 KC FLORENCE, S. C.



Representatives—
National—Bob Dore Associates
Southeastern—Dora-Clayton Agency



pression of inclusion, either expressed or implied, is an asset."

Certainly all clients using Negro radio would append an amen to that. And having done that they would then put the theory behind them and get down into the bread-and-butter problems of squeezing the last bit of sales from the medium.

In doing this, clients often find merchandising the difference between just advertising and mounting a really effective campaign. Paul Gumbinuer. radio/tv director of the Lawrence Gumbinner agency, feels Negro-appeal stations often do a better merchandising job. "Their depth of penetration is what makes them effective," he explained.

Among the Gumbinner clients using Negro-appeal radio is Manischewitz wine and Rem cough syrup. The latter recently increased its budget in the medium. Manischewitz advertises to Negroes in about a dozen top markets, with the ad money to each market controlled by the overall market budget.

The radio/tv director cited two prerequisites before an advertiser ventures into a special market: (1) enough money in the budget once the general market demands are satisfied and (2) enough penetration by the product to make the effort worth while.

The details involved in putting on a promotion in just one market are often considerable and amount to virtually an entire advertising campaign in itself. For example, the Quaker Oats Co. has been testing a variety of merchandising devices in markets where Aunt Jemima self-rising flour is distributed. Here's what happened in New York, where a particularly successful approach was carried out by WWRL and where the Clinton E. Frank agency reported a substantial sales increase.

WWRL programs about 7½ hours a day to Negro audiences and Aunt Jemima. which has been on the station for about 10 years, buys six 15-minute programs a week.

The station announced a gospel singing contest in February. More than 2,000 responses came in. The acceptable applicants were taped and played on two daily gospel shows. Listeners were encouraged to vote for their favorites on the proviso that each vote be accompanied by a label. Finals were held in an auditorium,

with a label the price of admission. About 3.000 attended the event, at which the station presented to the elient 21.828 labels.

Gospel shows are great devices to pull labels. KXLW, St. Louis, rented the Kiel Opera house for one evening last March for a gospel show to which the price of admission was a label from Sloan's Liniment. The 3.000 who attended walked in to see a huge sign on the stage saying "Everybody weleome to the KXLW Sloan's Liniment Gospel Show."

As for pulling labels, WDIA, Memphis, a 50kw. veteran of Negro-appeal radio, recently corralled what is probably a near-record. In a five-week promotion for Carnation milk, the stationed attracted 168.244 labels.

Proof-of-purehase eampaigns are not novel, though, if done well, they are sure-fire. One of the newer trends among Negro-directed advertisers. however, is the use of syndicated shows with nationally-known personalities. Among those eurrently making the rounds are the Jackie Robinson and Roy Campanella shows. Riehfield Oil recently bought the halfhour Robinson show on the West Coast, spotting it on KSAN, San Francisco, and KCFJ, Los Angeles.

Riehfield has been using the show as a springboard for spreading its brand name via banners in stores. Chief targets for placement are those places of business where patrons have to wait their turn-barber shops and the like.

Another advertiser using the Robinson show is Liebmann Breweries (Rheingold). In this ease, however, though Liebmann makes a special effort to reach the Negro market. it has placed the show on WRCA, New York, which, of course, is not a Negro-appeal station (though Negroes undoubtedly listen to it).

This is not the first time Rheingold has used a Negro personality on a continuous basis.

"Our policy of using top-name personalities, regardless of their race or religion, to reach broad audiences was one of the reasons we sponsored the Nat 'King' Cole show on NBC TV some time ago," says Walter H. Liebmann III, associate ad manager of the brewing firm. "We earried the show in the east, while it was on the network, until the program was dropped by the network against our protests."

## **DETROIT'S NEGRO FAMILIES**

FARNING AN AVERAGE OF

\$5,800 ANNUALLY

**PREFER** 

#### BECAUSE OF:

- RACE PRIDE IN WCHB'S NEGRO OWNERSHIP
- 100% NEGRO PROGRAMMING
- LOCAL NEGRO NEWS AND AP WIRE SERVICE
- FULL COVERAGE OF ALL NEGRO PROJECTS
- TOP RADIO PERSONALITIES:

#### George White

The only exclusive modern jazz disc jockey in this part of the country. George White knows the music, knows the artist and is a musician himself. Ratings are high!

#### Joe Howard

A sure fire hit with listeners and a proven salesman. Joe Howard sparks his shows with witty chatter, good Rythm and Blues music and his own special brand of individualism.

#### Larry Dixon

"The velvet voice—the people's choice," Larry Dixon brings personality plus to his shows. Larry answers requests and is without a doubt the teenager's favorite in Detroit-

#### Milt Nixon

Milt's selection of gospel, spiritual recordings, special features and sincere delivery all build a large, receptive and layal audience for his religious programs.

#### Trudy Haynes

Charming and personable Trudy Haynes'
"Teenie Weenie Show" is the most popular kiddie show in the area. She also has a blue ribbon homemakers' program.

#### Bruce Brown

"Mr. Versatility," does a terrific job with his middle of the day shows featuring smooth popular music.

#### WCHB

(Established 1955)

Independent Negro

Bell Broadcasting Company, 32790 Henry Ruff Rd., Inkster, Mich. Crestwood 8-1440.

PERSONNEL
Presidents-Dr. Haley Bell.
Vice-Pres & Sec'y-Dr. Wendell F. Cox.
General Manager-Prank M. Seymour.
Program Director—George E. White.

REPRESENTATIVES
Bob Dore Associates,
Dora-t'layton Agency (South).

FACILITIES
1,000 w.; 1440 kc. days. Directional.
Operating schedule: 5:00 a.m. to local sunset. EST.
Transmitter: Inkster, Mich.

TIME RATES

	Rates ef	feetive Ma	rch 15, 1	958.	
Gen'l Rates	1 br.	1/2 hr.	I 4 br.	5 mln.	1 milii
520 times					
312 tlmes	155.00	93.00	62.00	31.00	14.00
260 thues	153.00	98.00	66.00	33.04	15.00
156 times	171.00	103.00	69.00	35.00	16.00
101 times	179.00	108.00	72.00	36.00	17.00
52 tlines	187.00	112.00	75.00	38.00	18.00
26 tlines	195.00	116.00	78.00	39.00	19.0p
13 times	203.00	122 00	81.00	41.00	20.00
I time	210.00	126.00	84.00	43.00	21.00
30 commil	cante 6	ics of fre	amanes in	dunta tat	6.0

IMPACT ANNOUNCEMENT PACKAGES

			schedule)	
				Per week
5 one-nilniite				
10 one-minute				
15 one-minute				
20 one minute				
30 second spot				
Package anno				
combinable wi	th other a	announce	ment schedul	es to earn

comminant with other amountement schedules of earn additional discounts and are Run-of-Schdule.

SPECIAL FEATURES

Entire schedule programmed to Negro market.

News Service—AP and a full-time local Negro news

department.

Time Rignals and Weather Reports—rates on request.
Copy must be submitted 48 hours in advance.
Library Service—Thesaurus.



1000 WATTS

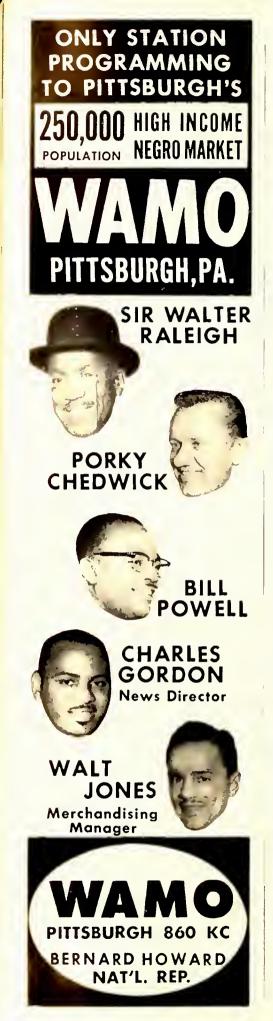
WCHB

1440 KC

National Representatives

**Bob Dare Associates** Dora-Cloytan (South)

R KEEPS ITS LISTENERS **ALL DAY LONG** 



So far as Negro appeal radio goes, here's what Liebmann has to say about it: "We advertise Rheingold to the widest possible audience, regardless of its composition. Since we cannot get the largest market coverage without appealing to the Negro segment of the population (particularly in New York), we naturally buy Negro-appeal radio. In the New York metropolitan area, for example, we buy every station that appeals primarily to this market."

Liebmann says the brewery takes merchandising into account, but only as a secondary consideration. As to the question of whether to use e.t.'s or give the personality a fact sheet to embroider on, Liebmann notes. "We're not committed either way. We use both, depending on the particular situation."

#### DCSS

(Continued from page 9) matching the value of all merchandise annually exported from the U.S.

A second incentive. possibly, is the fact that the Negro is a "younger" population: their median age being around 24 years against approximately 31 for whites. To most marketing men. as you know, anything suggesting "young" usually brings lights to their eyes and conjures up images of heavy consuming potential customers. The third point, which may be more significant to the DCSS clients mentioned above than to others, is the fact that Negroes devote a higher proportion of their budget to personal care than do white people.

To reach this market it has been our experience that one of the most desirable avenues is radio. Interestingly, the values of frequency and efficiency while important, are not the principal reasons for seeking the Negro with this medium. DCSS research has established the educational level of the nonwhite population is appreciably lower than that of whites. Additionally, it has been learned that television ownership and vicwing is considerably less among Negroes than whites relative to their group size. The conclusions drawn from these facts appear to indicate that radio would have the greater potential for effectively reaching the Negro market.

In utilizing radio for DCSS clients. advantages is taken (although not

exclusively) of Negro personality programs. We believe the Negro who has established himself in his market can lend an advertiser the importance of his personality in two primary ways: 1.) he can showcase the commercial in his own style thus lending a believeability and impact perhaps otherwise not obtainable, and 2.) through appearances with the trade and as a personality within the market he can lend an advertiser valuable merchandising attributes.

It is to be remembered, of course. that large and important as the Negro market is now, and increasingly becomes, it is an advertiser's marketing strategy which determines the desirability of directing advertising weight specifically toward the Negro market. For this reason a considerable number of advertisers continue to use general media with the confidence that they are nonethcless covering a share of the Negro population. While this is rightly so, it does not take a fearless forecaster to predict that as time goes by more and more advertisers will direct at least a portion of their budget especially toward the Negro market. And it is equally probable that a large share of that "portion" will likely be in radio.

#### THE STATIONS

(Continued from page 11)

to the Negro 24 hours a day, cites these points of departure:

- Community service directed to the Negro.
- The appearance of well-known Negro personalities for interviews.
- Editorial features stressing Negro accomplishments in education. medicine, literature, etc.
- Negro station personalities (KGFJ's are all Negro but one).
- Experienced Negro program director

It is not enough, obviously, just to know in what direction to slant your programing. There's change in the air and many of the Negro appeal stations are beginning to realize it. Here's what WENN, Birmingham. has to say:

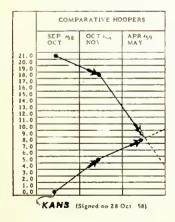
"As the Negro improves his living conditions, wages, education, he is today demanding of his businessmen, leaders and co-workers a better performance. He is demanding a better performance from the local Negro

## WHY PAY <u>TEN</u> WHEN YOU CAN GET IT FOR FOUR?

According to the latest Hooper, we have half the Negro audience in Shreveport. Our competitor temporarily has the other half. Their one-time, one minute rate is \$10.00. Ours is \$1.00. So, it comes down to this: "Why pay ten when you can get it for four?" The answer is, of course, you won't! Check any local merchant to pin-point which station has the BUYING half of the audience! Write us for NAMES, not CLAIMS!

#### THEN, TOO ---LOOK AT THE TREND!

They said it couldn't be done . . . they said we couldn't slay the Giant. Look at the dramatic evidence below of how we tumbled the "giant" from his throne! The projected line is the future . . . the part you're buying for next year!



For a detailed story of our success, please contact Bob Wittig in New York, Dora-Clayton in Atlanta, Harlan Oakes in Los Angeles or Devney, Inc., in Chicago. Or call Glenn Wilson, Manager, the originator of Negro radio in Shreveport, with over 30 years radio experience in this market.

## KANB

1,000 WATTS
SHREVEPORT, LA.
"THE GIANT KILLER"

stations and only the stations which fill these desires and needs of the modern Southern Negro are going to succeed. No longer can you play just Negro artist music and be successful. You must give all special events, give better radio station performance, give news coverage, sports coverage and discussion programs. His radio station must keep abreast of his position eeonomically and intellectually."

On a more restricted level, there are signs that Negro stations are smoothing out their sound. Says Walter Conway, manager of KDIA. Oakland (formerly KWBR and now a Sonderling station under common ownership with WDIA, Memphis):

"While rhythm and blues and gospel music must and do remain basic to our format, KDIA feels good radio production is as attractive to our market as it is to the general market. Musical breaks, promotions, gimmicks, etc., are geared to the style and pace of the basic programs."

The continuing argument about how to improve Negro-appeal programing probably cannot be settled on a flat basis. What goes over in one market may not please another. Surveys can be held up to prove almost any point of view. A study done for WCEC. Rocky Mount, N. C., by the local high school showed a heavy preponderance of opinion in favor of rock 'n' roll—about 450 votes out of 625. Popular and religious music were poor runners-up. In San Francisco a study done for KSAN by Far West Surveys showed 17.3% preference for rock 'n' roll against 26.7% for "modern" musie. 22.4% for "popular" and 18.6% for "classical." Asked what kinds of new programing they want, the KSAN sample gave religious shows top preference.

Richard Stamz. WGES. Chicago. d.j. feels that. except for New York. rhythm & blues (which includes, in his lexicon, rock 'n'n roll) dominates Negro tastes all over the country. New York, he said, is a jazz town.

As mentioned elsewhere in this issue, the appearance of some well-produced syndicated shows has attracted the attention of a number of national and regional clients. Jesse Lewis, head of Jesse J. Lewis & Associates, a Negro firm specializing in sales promotion and public relations and a critic of "stereotyped" Negro

## WGES

Established in 1924

There are only 10 cities in the United States with a total population greater than the Negro population of Chicagoland.

This is a big market with big buying power in a concentrated area.

The Negro population of Chicagoland area is now more than 1,000,-000.

The buying power of this responsive segment is more than  $\frac{3}{4}$  billion dollars.

WGES is the only full time 5000-watt Chicago station devoting a major portion of its time to broadcasts directed to the Negro Market.

#### It takes WGES to reach the Chicagoland Negro Market!

The Negro personalities who broadcast your advertising message are experienced air salesmen.

Richard Stamz 6:00 AM to 7:00 AM 12:00 Noon to 1:00 PM Mondoy thru Saturday

Stan Ricardo 8:30 AM to 12:00 Noon Monday thru Soturday

Norm Spaulding 2:00 PM to 3:00 PM 11:00 PM to 12:00 Midnight Monday thru Saturday

Al Benson 1:00 PM to 2:00 PM 3:00 PM to 6:00 PM Monday thru Saturday

Roy Wood 9:00 PM to 9:30 PM Monday thru Soturday

Sam Evans 9:30 PM to 11:00 PM Monday thru Saturday

Sid McCoy 12:00 Midnight to 2:00 AM Mondoy thru Soturdoy

#### WGES

First choice to sell the Chicogolond Negro Morket!
5000 Watts
2708 W. Washington Blvd.
Chicago 12, Illinois

The Oldest Negro Station in St. Louis

## KXLW

1320 on the dial

Serving 285,000 Negroes
in the St. Louis area
with top personalities
for more than 13 years

Represented nationally by BERNARD HOWARD & CO.

Beginning September 25,

#### WANN

with 10,000 Watts becomes metropolitan Baltimore's most powerful Negro Program Station!

With WANN you'll get the metropolitan Baltimore Negro market AND the rich, responsive Negro Market of the entire Chesapeake Bay area! WANN, with 10,000 watts, becomes the most powerful and largest Negro Program Station in the East!

WANN

Maryland's Capital Station ESTABLISHED IN 1947

1190 On Your Dia 10,000 WATTS

P.O. Box 631, Annapolis, Maryland Telephone: COlonial 3-2500

Represented by: Walker-Rawalt, Inc. 347 Madison Ave., N. Y. 17, N. Y.

programing opines,

"With the advent of such well-conceived network package shows as 'Roy Campanella Show' and 'The Jackie Robinson Show,' it might be that the renaissance of Negro radio will take place at the packaged level."

Another syndicated show appearing on a number of stations is *Negroes on Parade*, produced by Nationwide Network. This firm, headed by E. M. Glucksman. has had considerable experience in making Negro shorts for movie houses and produced one of the first, if not the first, Negro documentary on tv.

Negroes on Parade consists of fiveminute taped segments on negro news, sports and homemaking, which can be used individually or as a 15minute show. About two dozen stations are playing show currently.

The disc jockey and his records, however, are the staple fare of Negro radio. The d.j. of today is more of a master of his trade than he was a decade ago. He is more hip to the ways of the advertising world. He has more polish and more education. He is still often a colorful performer but in the large markets, especially in the north, has muted his style. Many d.j.'s have made reputations in other fields—such as sports or show business—before making reputations on radio.

A good example is Buddy Young, pint-sized ex-pro football star, who does five hours daily on WEBB, Baltimore, during the week. A jive fan and still associated with the Baltimore Colts as assistant director of player personnel, Young has become assistant general manager of the station. He is active in the community and the suhject of considerable press publicity as an upstanding citizen. Clients consider him a first-rate salesman.

Some Negro d.j.'s have been around for more than a decade. Al Benson of WGES started appealing to cats about 16 years ago. Cliff Holland recently celebrated his 14th year on WOOK, Washington. A graduate of Howard University, Holland is program director of the station.

Next in importance to this aspect of Negro programing is the public service or community relations side, says BBDO's Clarence Holte. This is a powerful element in causing the Negro to distinguish hetween Negroand general-appeal radio. In striving for Negro loyalty, the station stresses the Negro's world and things in it the Negro can be proud of. Real controversy is usually avoided, primarily because station operators don't want to frighten off advertisers—assuming they have a crusading zeal in the first place.

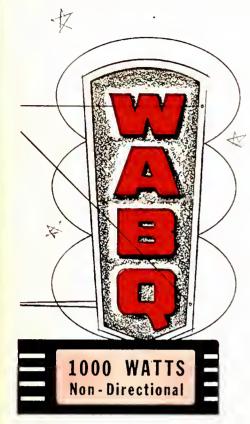
A number of stations make special efforts to get away from bland neutralism. Obviously, this is more likely to happen in the north and west than south. WCHB, Inkster-Detroit, collected funds for the bombed Clinton, Tenn., high school. KSAN collected 5,000 telegrams to protest violence in Little Rock.

One station, WLIB, New York, went so far as to editorialize on the subject of Negro living conditions following an incident involving police in Harlem. In a reasoned half-hour presentation given by WLIB's George W. Goodman, the editorial called for a concerted campaign hy all elements of the community to "resolve the problems of Harlem." This included more and better public school facilities, an end to rotation of police captains in the area, better health and hospital services, hetter housing and enforcement of housing laws and an end to job discrimination.

The bulk of community service by Negro-appeal stations has to do with associating itself with community projects and affairs and lending a helping hand. Here's a list of activities during the past year or so hy McLendon Ebony's WOKJ, Jackson, Miss., the group's headquarters: (1) Organized help when a devastating tornado ripped through Mississippi early in 1958, (2) sponsors a softball team, (3) gives awards to top high school students, (4) appeals for blood donors, (5) helps feed needy students, (6) established a job placement service, etc.

While services like these have an indirect effect on the advertisers who use Negro-appeal stations, it's the merchandising and promotion activities that are usually closest to the clients' heart. These activities run the gamut. They may he done with varying degrees of efficiency hut there is no question about their variety.

Some of the more ambitious stations, now that home ownership is increasing and Negroes are moving into the suburbs, sponsor home product expositions.



# 25% of CLEVELAND is **NEGRO!**

They earn \$285,511,750 Annually or \$3,723 per family

ONLY WABQ HAS THE KNOW-HOW, PROMOTIONAL SUPPORT AND PROGRAMMING TO EFFICIENTLY REACH AND SERVE THEM!

- ★ More Negro Church Broadcasts
- ★ More Live Negro Programs
- ★ More Proven Sales Plans
- ★ More Merchandising Support
- ★ Lowest Cost per 1000 Listeners



YOU NEED ONLY ONE MEDIUM TO SELL THE VAST NEGRO MARKET IN CLEVELAND ... WABQ

TUSCHMAN BROADCASTING CORP

2323 CHESTER AVE. • CLEVELAND 14, OHIO • CH. 1-7555

P. G. "Pat" Tuschman President Eugene P. "Gene" Weil Vice President and General Manager

REPRESENTED NATIONALLY BY BERNARD HOWARD COMPANY, INC.